

LIFE

TEEN-AGER'S
SUPER-SUNDAE

MAY 19, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50

Remember me to
Uncle John Marion
Flexible Left Oblique Stub

Thanks for everything.
Best Wishes
Flexible Coarse

and give my
love to Dot and James
Fine

Happy Birthday
Alice
Flexible Fine

Goodbye for now.
Please write soon
Flexible Medium

Music
at extra charge

Total Current Assets
\$4,716.25
Accountants

Wish you were here.
Mother
Left Oblique Stub

Thank dad for the check
your loving Son
Broad Stub
at extra charge

Tom and Joan send their love.
Aunt Carrie
Stub

will tee off at ten sharp.
Be seeing you
Flexible Extra Fine

Interesting trip
more later
Medium

and looking forward to seeing
you next Tuesday. Margie
Flexible Stub

So happy to know you'll
visit us soon Donna
Extra Fine

Leaving for home Thursday
will be glad to be there
Coarse

A pen for every purpose
and a point for

"Every Hand"



Sheaffer's "TRIUMPH" is the quality pen that completely satisfies every writing need—and everyone's writing style! Its larger, cylindrical *Lifetime** POINT of 14-K gold is not only available in many styles for many hands, but its basic design—different than all others—is made that way to assure smooth, effortless personalized writing—always and all ways! If you'll compare this pen of pens with others, you'll see why it is best to own, best to give.

SHEAFFER'S
"TRIUMPH"

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LISTEN EVERY SUNDAY to SHEAFFER'S PARADE with Carmen Cavallaro—NBC Complete Network: 2 P.M. Eastern Standard Time; 3 P.M. Eastern Daylight Time
LISTEN EVERY SATURDAY to SHEAFFER'S ADVENTURERS CLUB—CBS Complete Network: 10:30 A.M. Eastern Standard Time; 11:30 A.M. Eastern Daylight Time

Got Those
"Whisk-Broom"
Blues?

The "Bottle Bacillus"
(PITYROSPORUM OVALE)



Distressing germs, flakes and scales on hair and coat collar? . . . A telltale white shower that scares you out of wearing your blue suit?

They may mean infectious dandruff! And, Mister, that's something you definitely don't want.

Better get started right now with Listerine Antiseptic and massage. It's a delightful precaution . . . an effective home treatment . . . that countless men rely on: Here's why:

Listerine Antiseptic gives scalp and hair a refreshing antiseptic bath . . . kills millions of the "bottle bacillus" germ (P. ovale) that so many

dermatologists call a causative agent of infectious dandruff. See how quickly those distressing flakes and scales begin to disappear . . . how quickly itching is alleviated. Your scalp feels so clean and cool. So fresh! Your hair looks as it should. Remember, in clinical tests, twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of dandruff sufferers!

When you hear of results like that don't you wonder why you ever fooled with so-called "overnight" remedies devoid of germ-killing power?

LAMBERT PHARMACAL COMPANY, St. Louis, Mo:

HERE'S THE EASY, DELIGHTFUL TREATMENT



Men: Douse full-strength Listerine on the scalp. Follow with good, vigorous massage. **Women:** Part hair, all over the scalp, and apply Listerine Antiseptic with finger tips or cotton. Rub in well. Care-

fully done, it can't hurt your wave. Listerine Antiseptic is the same antiseptic that has been famous in the field of oral hygiene for over 60 years.

LISTERINE ANTISEPTIC—QUICK! FOR INFECTIOUS DANDRUFF

This One



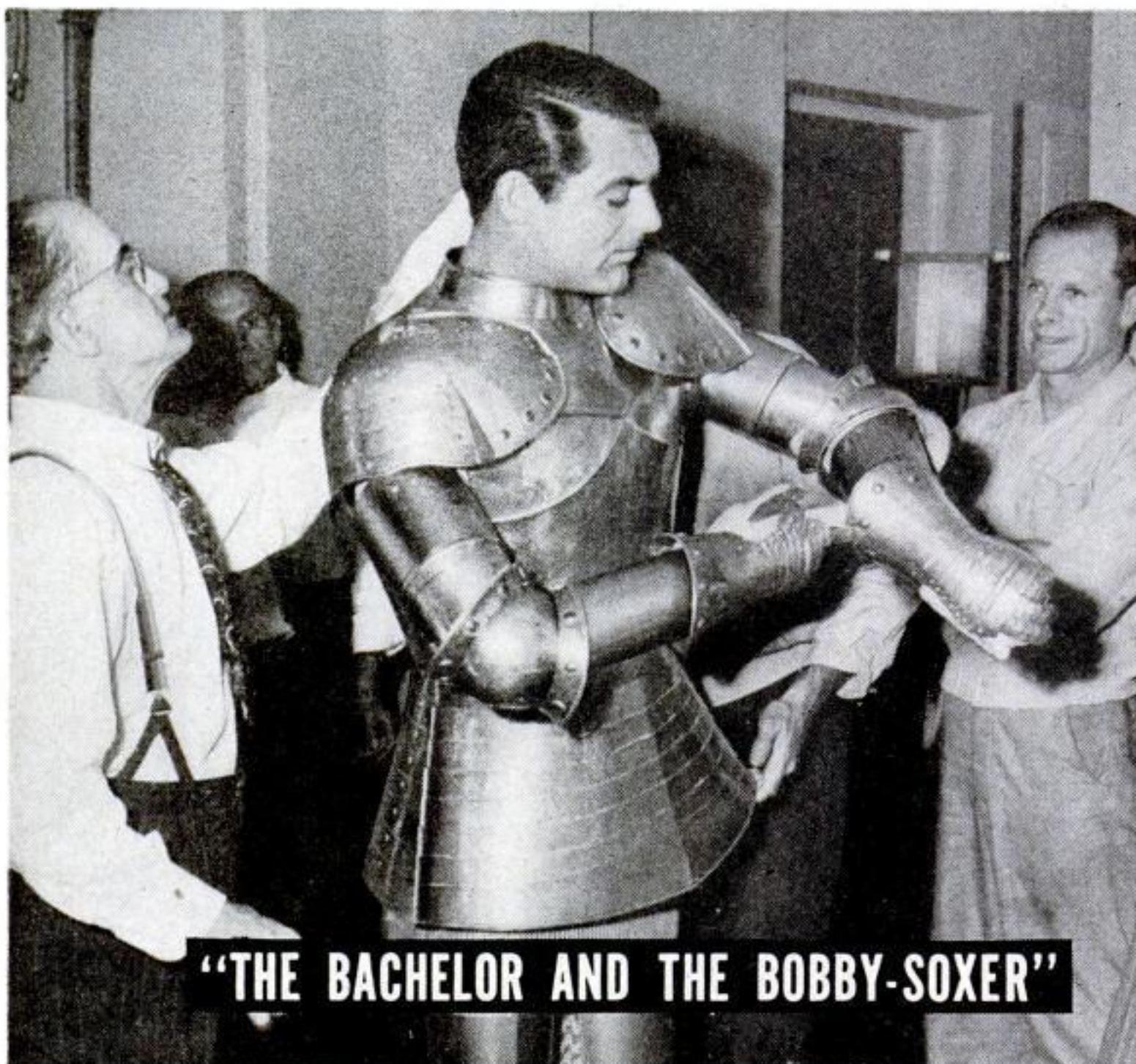
3U5C-8XX-L71W

RKO's PIC-TOUR OF THE WEEK

"FUN AND FANCY FREE"



SPRING FEVER. The birds, bees and flowers signal *time-out* for Mortimer Snerd, Goofy and Donald Duck, delay their return to the set of *Fun and Fancy Free*, WALT DISNEY's Technicolor musical cartoon feature. Cast includes EDGAR BERGEN, DINAH SHORE, Charlie McCarthy.



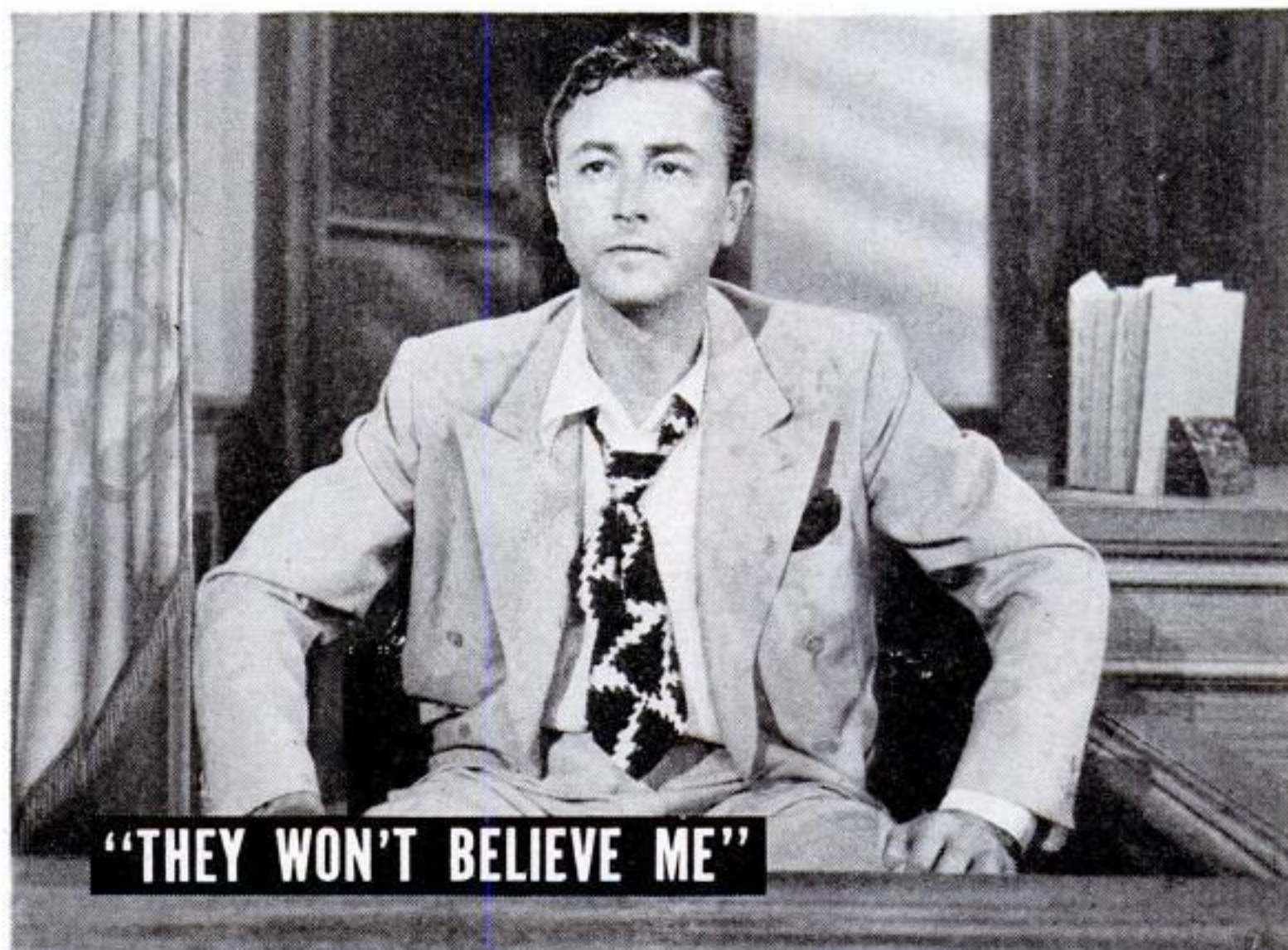
"THE BACHELOR AND THE BOBBY-SOXER"

ARMED FOR LAUGHS. Studio dressers give CARY GRANT's armor a final going-over, before he appears on the set with MYRNA LOY and SHIRLEY TEMPLE for riotous scenes in RKO's *The Bachelor and The Bobby-Soxer*. World premiere soon at New York's Radio City Music Hall.

"THE LONG NIGHT"



NOT ONE to pass lightly over feminine charms, HENRY FONDA casts a serious eye on those possessed by ANN DVORAK, in this scene from *The Long Night*, Hakim-Litvak production. Spotlit in the star cast: Broadway stage star BARBARA BEL GEDDES, VINCENT PRICE.



"THEY WON'T BELIEVE ME"

WOULD YOU believe this man? ROBERT YOUNG bares startling tale of shameful love and desperate deceit, in final effort to win the jury and save his life. Emotion-charged scene from RKO's *They Won't Believe Me*. The women behind his troubles: SUSAN HAYWARD, JANE GREER.

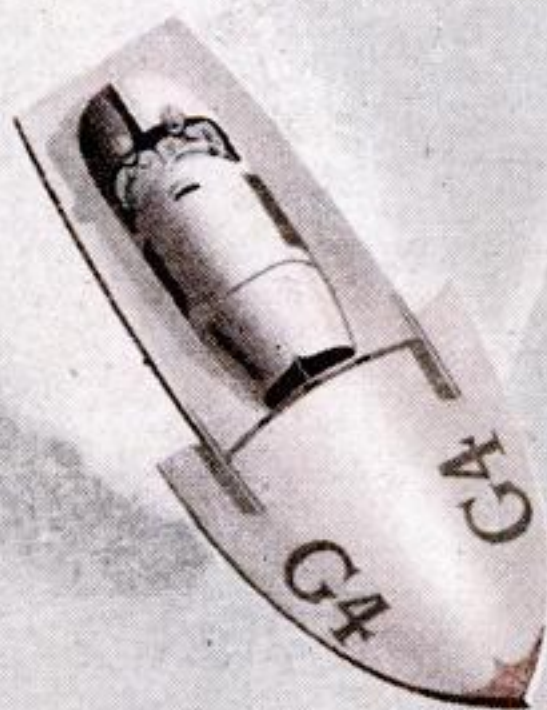
THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE



Dependable

CHAMPION

AMERICA'S FAVORITE SPARK PLUG

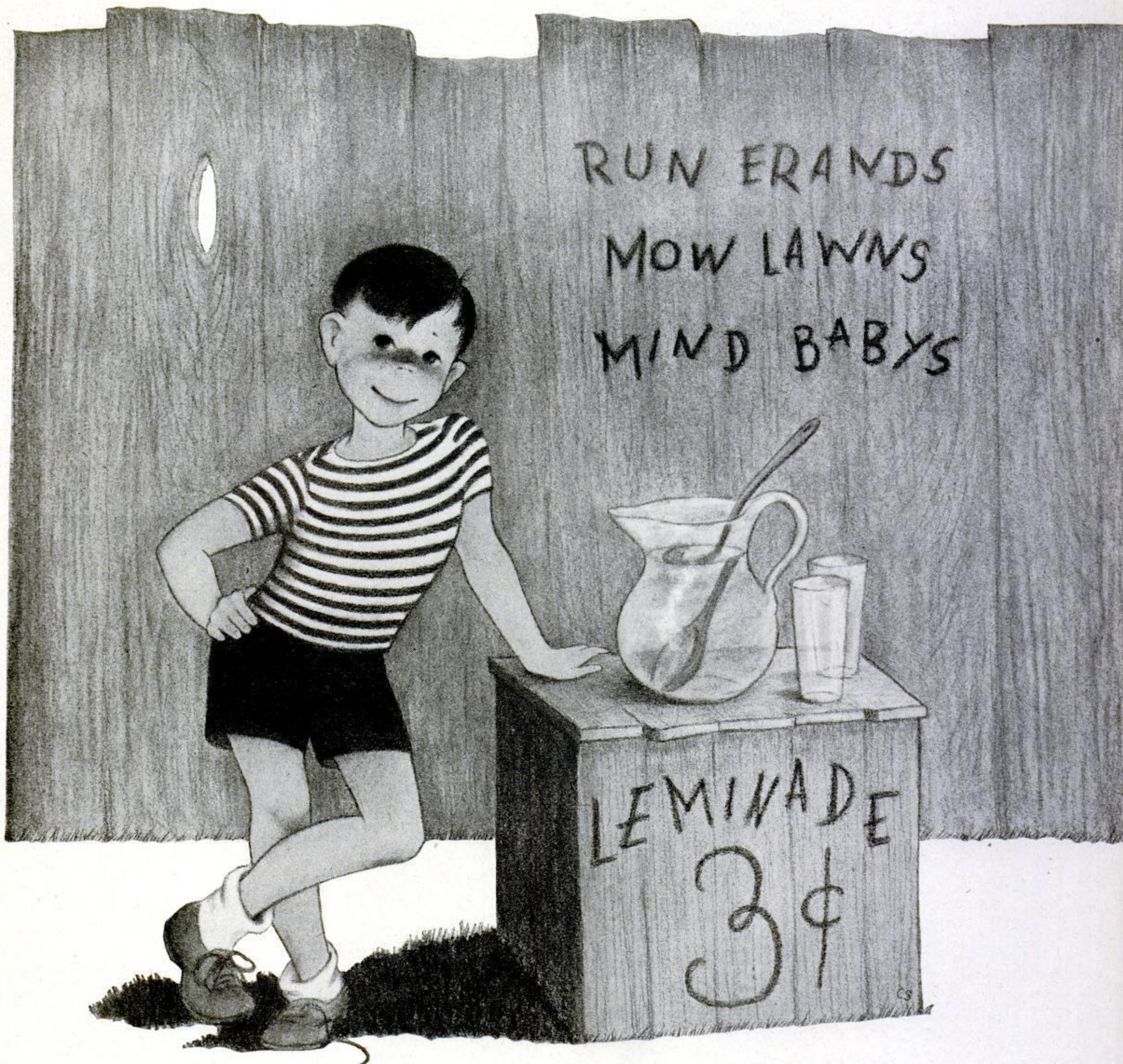


Giusti

When one make of spark plug consistently stands out above all others in open competition, you may be certain that it will consistently outperform all others in your car. Champion's unequalled record in record-breaking events is constantly being augmented by such exceptional examples as their use in "Miss Great Lakes," owned by Al Fallon of Detroit, which was driven by Dan Foster at record-breaking speeds to win all three heats in the President's Cup Race. Champion is America's Favorite Spark Plug, because it is always dependable.

FOLLOW THE EXPERTS
DEMAND DEPENDABLE CHAMPIONS
FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, 9:55 EDST over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



Captain of Industry

BUTCH wants a bicycle! Lots of lawn and lemonade and baby-sitting lie between Butch and that bike, but we're betting on the boy. He has energy, vision, and our national habit of working hard for what he wants. He's American business — in miniature.

There are many names for Butch's philosophy. You can call it Free Enterprise, Oppor-

tunity, Democracy, or Capitalism, if you want.

But whatever the name, America owes it much. For our most valuable natural resource lies in the ambition and initiative of Americans like Butch.

As great publications have grown from the dreams of young men with old hand-presses — the electric industry had small beginnings, too. A few men with vision strung the first short lines. People with faith risked their sav-

ings. Better and better service, at lower and lower cost, created more and more jobs — and carried the benefits of electric living to more and more people.

Free enterprise—and hard work—will bring Butch and his bike together. They are what built America and the American way of life. No nation on earth has found a satisfactory substitute for that combination.

• Listen to the New Electric Hour — the HOUR OF CHARM. Sundays, 4:30 P. M., EDT, CBS.

America's business-managed, tax-paying

ELECTRIC LIGHT AND POWER COMPANIES ★

★Names on request from this magazine

GENERAL ELECTRIC
natural color tone

In all its glory



HEDY LAMARR, star of Hunt Stromberg's production **DISHONORED LADY**, released through United Artists.



... with this finest of
G-E table radio-phonographs

Now you can hear all the beauty of your records! This is the magic of the new G-E Electronic Reproducer. Its permanent genuine sapphire stylus banishes the old fashioned needle with its noise and wear on records.

You'll delight in the "big set" tone—General Electric's natural color tone—of Model 304's powerful radio with its big over-size Dynapower Speaker. Play it at your G-E dealers! Compare! It's the year's greatest automatic table radio-phonograph buy.

GENERAL  ELECTRIC

170-F5

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS

General Electric Company, Bridgeport, Conn.



More fun with this self-charging portable on every vacation! Play it anywhere as much as you please. Renews its power over and over again. See Model 250.



Surprising tone-performance-value — All these are yours in Model 202. Razor sharp tuning. Gleaming multi-weave grille. Rosewood brown plastic cabinet.



Wonderful FM plus standard and short-wave broadcasts, and recorded music recreated by the G-E Electronic Reproducer. 9 tubes plus rectifier. Model 417.



Borden introduces a new and wonderful ice cream!

To dip a spoon into this new Lady Borden Ice Cream is indeed an experience.

You sense at once the true, full-rich flavor of the good things which are in it.

You enjoy the richness of thick, golden cream... the fresh, clean taste of choice fruits and flavors.

Every ingredient in the exclusive Lady Borden recipe is specially selected, expertly tested, and blended with consummate skill by the most accomplished ice cream makers in America.

There's a difference you can taste. There's a smoothness that's sheer delight. Lady Borden Ice Cream is a find for lovers of fine food. Naturally, it costs a little more.



LADY BORDEN ICE CREAM comes to you *fresh as it's frozen*, ready to dip out of its distinctive Burgundy-colored package. You'll find it featured at Borden's Ice Cream dealers'.



Lady Borden Ice Cream
Fit for a Golden Spoon

How do you vote?



"New 'ETHYL' Cleaner floats grease off my dishes, pots and pans—no scouring. And it's kinder to hands than famous beauty soaps."



"'ETHYL' Cleaner is grand for mirrors and fine glass fixtures, too! And there's no hard rubbing, no streaking."



"I wouldn't have believed any one cleaner could do such a quick and thorough job on finish, glass, chrome and upholstery."

CAST YOUR VOTE, TOO...

New "ETHYL"® Cleaner is tops for so many things!

Windows and Mirrors
Dishes • Pots and Pans
Glassware • Refrigerators • Enamel Surfaces • Stoves • Woolens • Rayons • Nylons • Rugs and Upholstery • Car Washing

*REG. U. S. PAT. OFFICE



Available at leading stores and automobile service stations.

LETTERS TO THE EDITORS

THE ISSUE

Sirs:

Well, cut off my head, boil me in oil and call me a picture in LIFE! . . .

RONALD LINDER

Hollywood, Calif.

HORRORS

Sirs:

I was shocked to see the horror pictures in your Speaking of Pictures ("The Grand Guignol," LIFE, April 28). This is cheap sensationalism of the worst sort and is not worthy of the kind of publication for which you are responsible. LIFE goes into homes all over the country, most of which must have young children. Surely pictures like these will result for them in shock, fear and night terrors. This type of picture presentation is utterly conscienceless.

CHARLES H. NEWTON

Mount Kisco, N.Y.

Sirs:

. . . I had 20 years of experience in this court handling the hospitalization of persons insane and mentally ill. I can assure you that pictures such as these are in many instances a definite factor in shaping the atrocious acts sometimes committed by persons who are not normal mentally.

FRANK F. FERRIS

Probate Court
Youngstown, Ohio

Sirs:

It used to be a contest between my brother and me to get LIFE first. Now, as far as I'm concerned, he can have it. . . . Ugh!

LIBBY D. CRAWFORD

Great Neck, N.Y.

Sirs:

I recently started to read LIFE without my mother's permission as my mother is in the hospital, and I will never look at it again. Those horror pictures made me sick and I couldn't eat supper, and I don't think they were nice nor showed good judgment as they showed how to murder and all the wrong things.

SALLY PAPCKE

Cleveland, Ohio

CONTINUED ON NEXT PAGE

For the convenience of
LIFE's non-subscribing readers

- TO SEE LIFE . . .
- TO SEE THE WORLD . . .
- TO EYEWITNESS GREAT EVENTS.

I WANT TO SEE LIFE EACH WEEK

Please enter my subscription to

LIFE

- for 1 Year at \$5.50 ☐
- for 2 Years at \$10 ☐
- for 3 Years at \$13.50 ☐

I enclose \$_____

Please bill me ☐

Name _____

(PLEASE PRINT)

Address _____

City _____ Zone _____ State _____

mail to LIFE,

540 N. Michigan Ave., Chicago 11, Ill.,
or give this coupon to your newsdealer

L-5-19

when
your
eyes
won't
let you



1. Checkmate! Glare-strained, overworked, neglected eyes are *always* on the losing side. As the moves get more complicated, the board gets hazier. Eye fatigue soon becomes mental fatigue. Guard your vision vigilantly. Have your eyes examined regularly!

make the right move



2. Don't be a pawn to poor eyesight. Keen, clear vision sharpens your faculties, and helps you make the right move every time! So take advantage of the professional knowledge and skill of the Optometrist, Ophthalmologist and the technical services of the Dispensing Optician. When Soft-Lite Lenses are prescribed visual comfort is increased through freedom from glare.

Your eyes make the difference—have your eyes examined regularly!

Soft-Lite Lenses

FOR YOUR EVERYDAY GLASSES

Professionally prescribed for eye-correction *plus* glare-protection to make seeing more comfortable, Soft-Lite Lenses are slightly flesh-toned—look better on you. There is only one Soft-Lite—identified by this certificate.



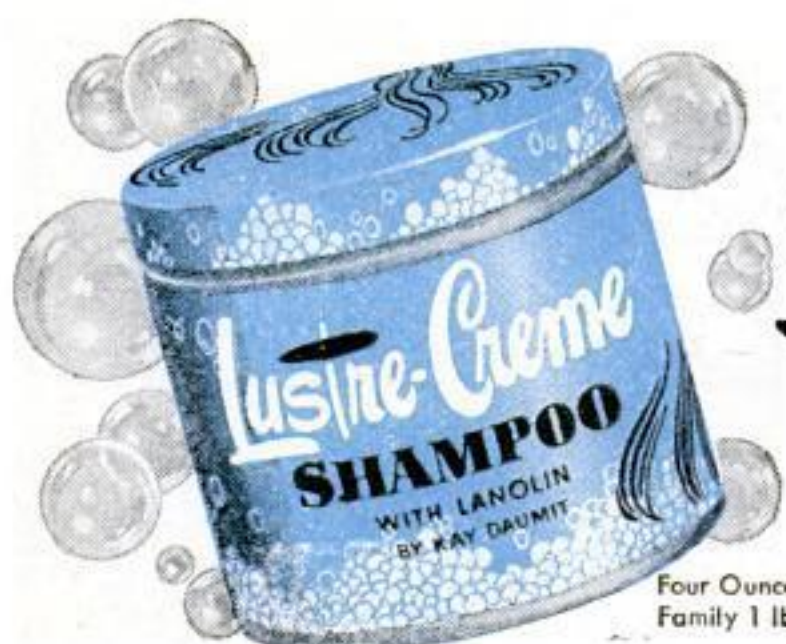
Soft-Lite Lens Company, Inc., New York • Toronto • London

The kind of hair all men adore



What man can help adoring hair that gleams with natural high-lights and shadows—sparkles with silky softness—delights with clean fragrance. Your hair-style may be moulded precision, or wind-blown abandon; it's the hair-appeal itself that matters. And more and more women of all ages are discovering that Lustre-Creme Shampoo brings out the fullest natural glory of their hair... quickly (no special rinse)... easily... inexpensively. Out of her wealth of cosmetic lore, Kay Daumit combined gentle lanolin with special

secret ingredients to achieve this almost-magic new formula that leaves the hair so manageable. Not a soap, not a liquid, Lustre-Creme Shampoo is an amazing new dainty cream that whips up like magic in hard or soft water into mild, gentle lather that sweeps dullness away. Say the name, Lustre-Creme Shampoo, at your department or drug store cosmetic counter.



Lustre-Creme

*The cream shampoo for
true hair loveliness*

Four Ounces, \$1.00
Family 1 lb., \$3.50

KAY DAUMIT, INC. (SUCCESSOR), 540 NO. MICHIGAN AVE., CHICAGO, ILLINOIS

LETTERS TO THE EDITORS

CONTINUED

Sirs:

... It would be a wonderful thing if the following lines from Paul's Epistle to the Philippians were written out in large, bold type and hung in a prominent place in the office of every editor:

"Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things" (Phil. 4:8).

KATHERINE G. POTT

Summit, N.J.

WALLACE IN ENGLAND

Sirs:

Your picture of Henry Wallace with two English children (People, LIFE, April 28) brings back some rather terrific memories to me.

On Aug. 23, 1944 I was serving as a medical officer at the AAF Provisional Hospital at Warton, England, a suburb of Freckleton. A B-24 was fly-



RUBY WHITTLE

ing low, and then we heard a crash. Over the loudspeaker all available doctors, nurses, ambulances and aid-men were ordered to the Freckleton school. There, under the debris of the completely demolished building, we found only two living children. The little girl in your picture, Ruby Whittle, had second- and third-degree burns of the entire body. Only a small portion of the front of her face remained unscathed. This picture of her was taken at our hospital.

NAME WITHHELD

Kansas City, Mo.

ANNIE OAKLEY

Sirs:

I should like to call your attention to a case of mistaken identity in "Annie Oakley" (LIFE, April 28). In the large group photograph you have called the standing Indian "Sitting Bull." As the biographer of that chief (Sitting Bull, Champion of the Sioux, Boston, 1932) and an adopted member of his family, I offer a correction.

Sitting Bull does not appear in the picture at all. The figure is really a Sioux woman, wife of one of the members of the wild West show. She wears the typical Sioux Indian woman's buckskin dress with a heavily beaded, sleeveless yoke, long skirt, earrings, necklace, bracelets and broad belt studded with German-silver disks. The rigidity of her posture is doubtless due to her embarrassment at having a man—and a white man at that—publicly stand with his arm about her shoulder. . . .

STANLEY VESTAL

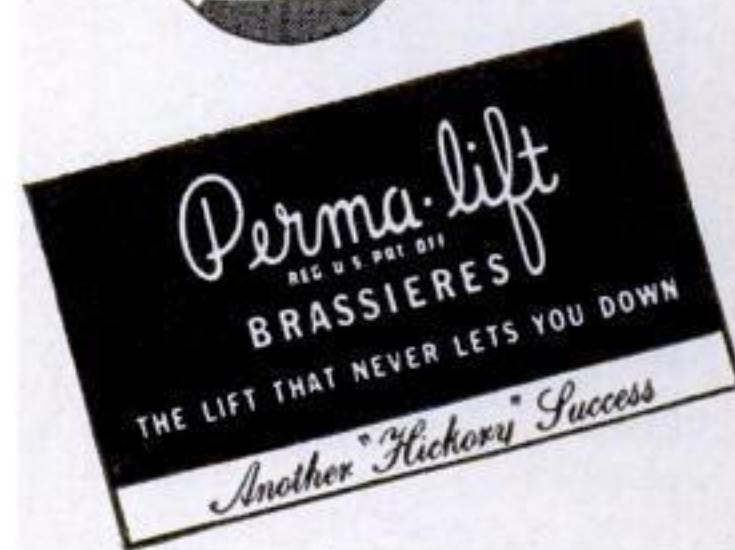
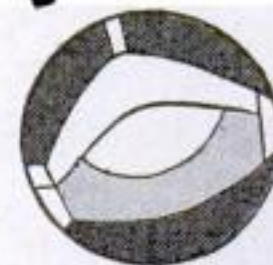
Norman, Okla.

Sirs:

I have read with interest Mr. Holbrook's article on Annie Oakley, Frank Butler and the Buffalo Bill show in general, because Frank Butler was my paternal grandfather and Annie Oakley, my stepgrandmother. On the whole Mr. Holbrook's story



THE LIFT THAT NEVER LETS YOU DOWN



There's magic in your new "Perma-lift" Bra—the magic of comfortable uplift. In a "Perma-lift" Bra, the specially constructed cushion insets at the base of the bra cups gently support your bust from below—never lose that support through ever so many washings and wearings. Your favorite corsetiere has a "Perma-lift" Bra for you—smartly styled in lovely new fabrics—most styles 1.75 to 3.50. • For a real comfort thrill, you'll also enjoy a new "Perma-lift" Girdle. No Bones About It—Stays Up Without Stays.

*"Perma-lift" and "Hickory" are trademarks of A. STEIN & COMPANY (Reg. U. S. Pat. Off.)

CONTINUED ON PAGE 10



“Out of this world . . .

a creamy drink in a

DIXIE CUP

“My favorite drink is really super when served in a clean, safe Dixie Cup. To me a drink even *tastes* better when I know the cup is clean. That’s why our crowd is always buzzin’ ’round a fountain that uses Dixies.”

"My stomach doesn't like to travel"



"But I've found a way"



Experienced travelers know the penalty of hurried, nervous meals . . . improperly prepared foods and change of drinking water. They take soothing PEPTO-BISMOL with them!

NEVER UPSET AN UPSET STOMACH

Don't add to the upset of an upset stomach with over-doses of antacids or harsh physics. Take soothing PEPTO-BISMOL.

This pleasant-tasting preparation is non-alkaline, non-laxative, non-constipating. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls, thus helping to calm and quiet common digestive upsets.

To relieve distress after over-indulgence; nervous indigestion; heartburn . . . and to retard intestinal fermentation; gas formation; simple diarrhea. Three sizes at druggists.



Pepto-Bismol
for UPSET Stomach

Listen to "THE FAT MAN," ABC Network, Friday Night (Pacific Coast: Saturday Night)

LETTERS TO THE EDITORS

CONTINUED

is quite correct except for the Sitting Bull episode, which he evidently thinks was a press-agent stunt. Aunt Annie took it very seriously. She spoke about it many times and also told me of a gold mine which Sitting Bull had found in the Black Hills and which he wished her to have, but he was killed before he could tell the location.

Annie Get Your Gun is a wonderful show, but it is definitely a very free adaptation of Annie Oakley's life. I personally cannot reconcile the Aunt Annie I knew with the Annie in the show, with her swaggering walk and her swearing. I never heard even a slang expression used by Annie Oakley, and she neither drank nor smoked. She was a very gentle, refined little lady, who told me, "When I started to shoot, I made up my mind that I would let no one excel me," and no one ever has. She was an immaculate housekeeper, a good cook and made the best preserves, jellies and conserves I ever tasted.

My grandfather was also a very fine shot. He visited me for the last time the summer before he died in December 1926 and told me he had been to a clay-pigeon match and had broken a straight 198 out of 200. . . .

I saw Aunt Annie shoot many times. She used to shoot a cigaret out of my grandfather's mouth and an apple off the head of one of their dogs. I also saw her cut the edge of a piece of paper, held in my grandfather's hand. He always said she was a "born shot," just as a great violinist is born to play.

As to the name "Little Sure Shot," I believe Sitting Bull did name her that, but the Indians in the show mostly called her "Missy," which was my grandfather's nickname for her. Her nickname for him was "Jimmy." She told me after the train wreck when she was so seriously ill with blood poisoning that my grandfather had spent hours beside her bed praying and she nicknamed him Jimmy after a picture they had of a little boy saying his prayers.

Annie was intensely proud of America. Perhaps you have already heard of her answer to the then Prince of Wales, later Edward VII, when he congratulated her on her performance. He said, "Miss Oakley, America should be proud of you," and she replied, "Thank you, Sire, but I am proud of America."

ELIZABETH BUTLER HALL
Camden, N.J.

WONDERLAND WATCH

Sirs:

A white rabbit with a watch in his waistcoat pocket is one thing, but Humpty-Dumpty wearing a wrist watch (LIFE, April 28)? Anything can happen in wonderland!

MRS. J. F. GREGORY
Richmond Hill, Ga.

BRITAIN IN CRISIS

Sirs:

Your comments on the British spirit ("Britain in Crisis," LIFE, April 28) are most timely. The spirit of the everyday Briton is not only the most important natural resource of the British Commonwealth but a bulwark of world democracy as well.

Permit me to add that that spirit is more than ever responsive to any personal acts of friendliness which we may care to extend at intervals, punctuating our immemorial pastime of twisting the tail of the battered but



GOTHAM HOSIERY COMPANY, INC.

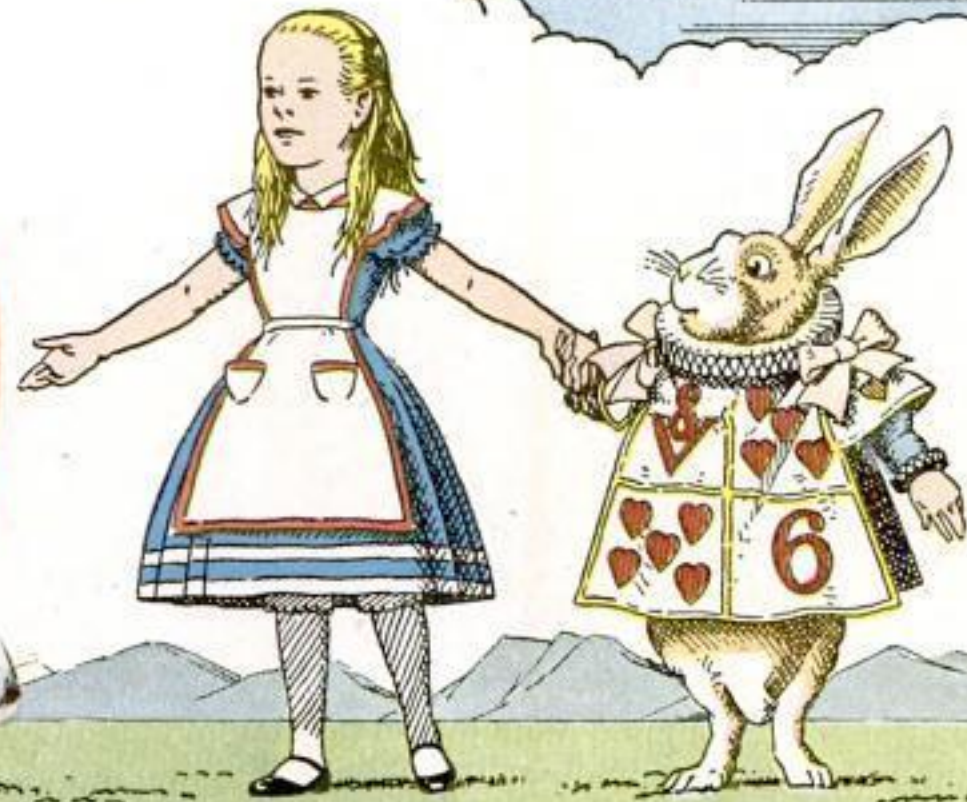
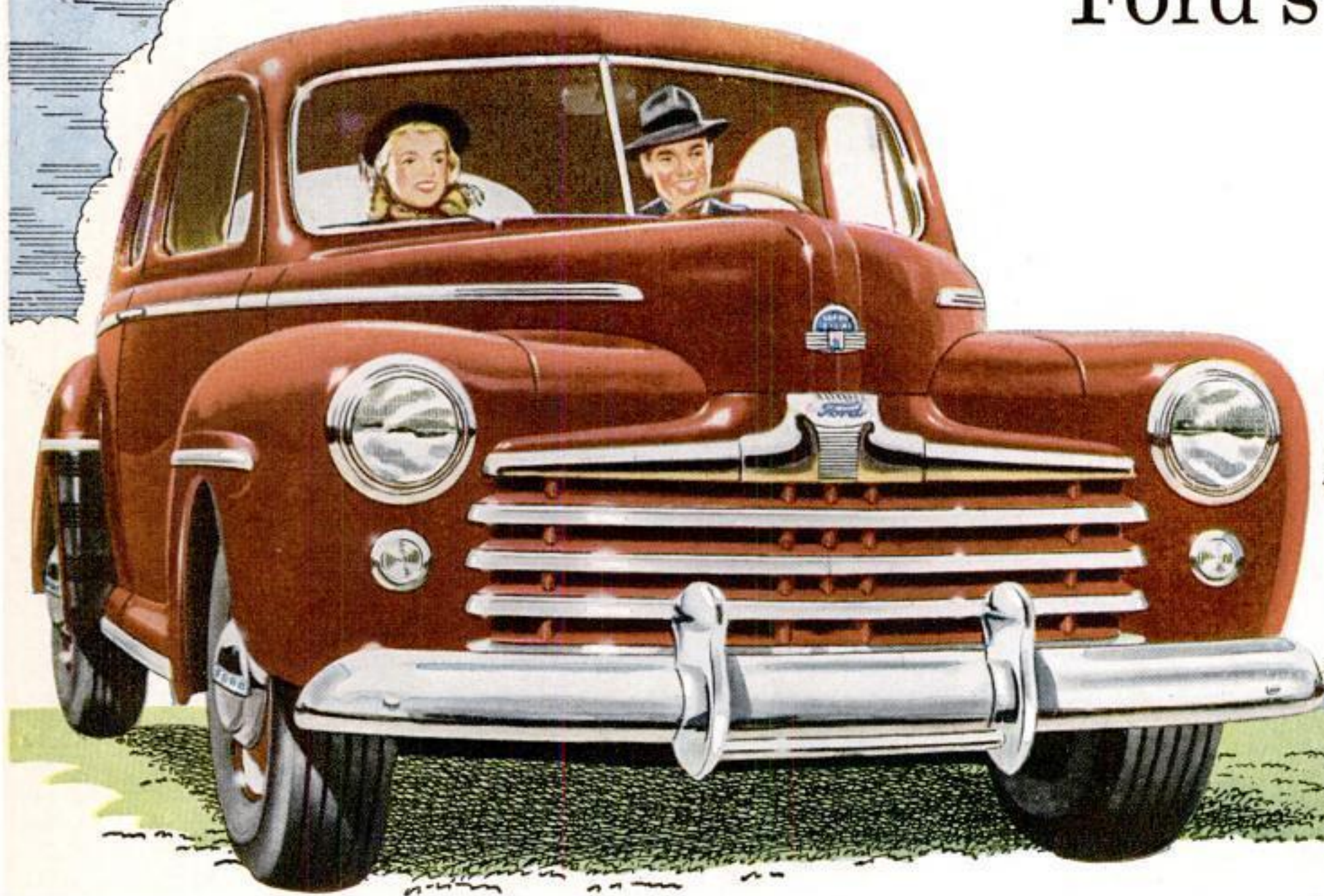
200 MADISON AVE., NEW YORK 16, N. Y.

ALSO MANUFACTURED BY

GOTHAM HOSIERY CO. OF CANADA, LTD.

CONTINUED ON PAGE 13

"Come with me," said Alice, "I'll show you why
Ford's Out Front!"



"... the new 1947 Ford is prettiest of them all," said Alice.

"IN the first place," said Alice to the Rabbit, "you can just put your watch back in your waistcoat pocket! This isn't going to take very long!"

"I've heard that before," replied the Rabbit, but he put his watch back just the same.

"Now," said Alice, "Ford, you know, is the only car in the entire low-priced field with your choice of engines—either the V-8 or the Six."

"Harumph!" said the Rabbit. "Indeed!"



"The Rabbit just loves its performance," said the Mock Turtle, "and so do I."

"And," went on Alice, "if you've an eye for beauty, you'll grant the Ford is prettiest of all!"

"The Queen of Spades will agree with you," replied the Rabbit, "she is terribly fussy about beauty."

"Now we are getting somewhere," said Alice. "Even the grumpy old Mock Turtle will like its 'Lifeguard' Body—a remarkable Ford invention. And the 'King-Sized' brakes..."

"'King-Sized' brakes?" interrupted the Rabbit.

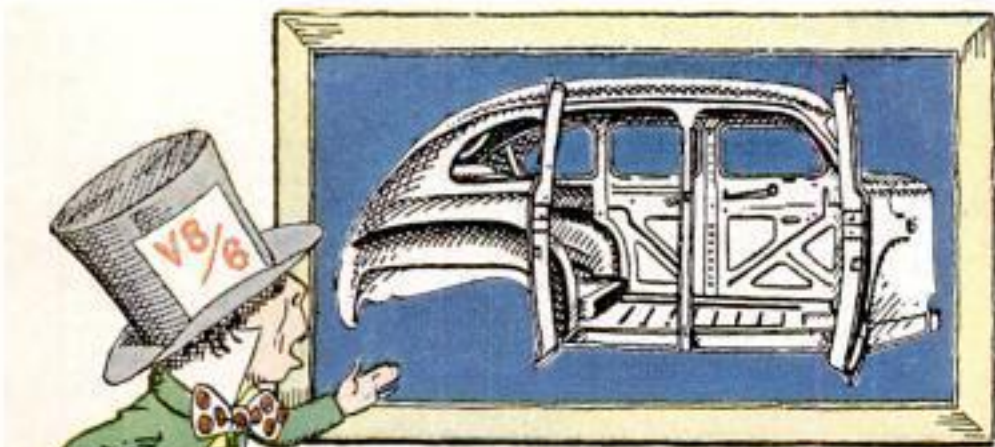
"Yes," said Alice, "and of course, they are oversized hydraulics and very sure to stop you."

"Well," said the Rabbit, "that will make the King of Spades very happy!"

"Here is a feature which makes me think of you," said Alice. "The new Fords are as swift as Rabbits, too."

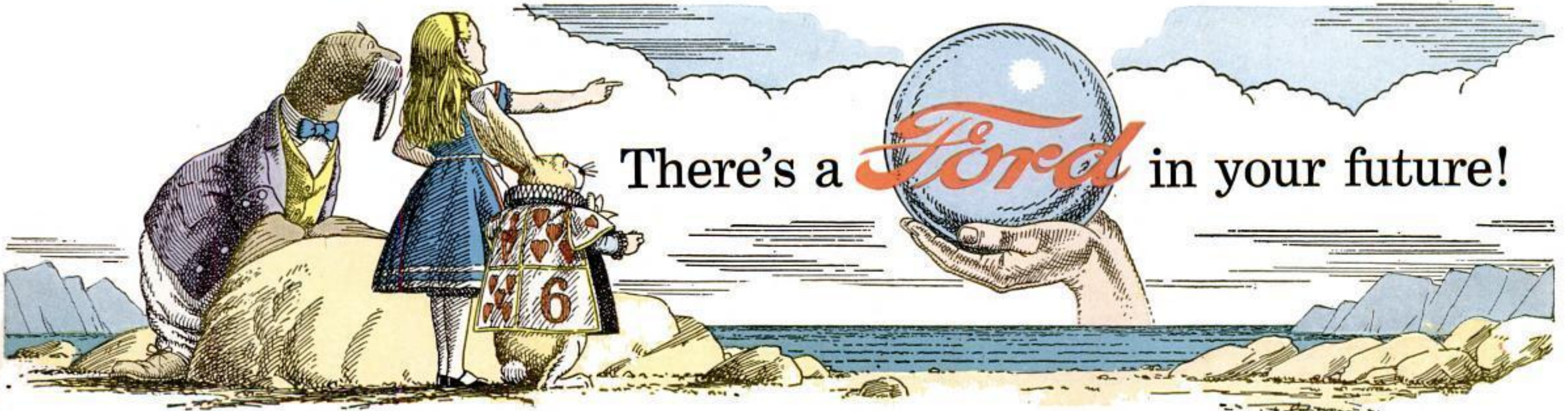
Alice looked around but the Rabbit had gone. "That," said Alice, "is quite to be expected. He's gone to order the Ford in his Future!"

Listen to the Ford Show starring Dinah Shore on Columbia Network stations Wednesday evenings.



"Look at Ford's 'Lifeguard' body," said the Mad Hatter. "It's made of heavy-gauge, all-steel unit construction."

"My," said Alice, "the new Ford is such fun to drive!"



There's a *Ford* in your future!

Top Performance



...for a **new high** use **HAVOLINE!**



You get faster starts, smoother power, higher all-round motor efficiency, with Havoline's exclusive new lubricant formula. *Keep your motor clean* — free from the carbon and gummy sludge that weaken motor "muscles". Vault to new peaks of pleasure, power, gas-miles, economy! Get this *modern* motor oil at Texaco Dealers.



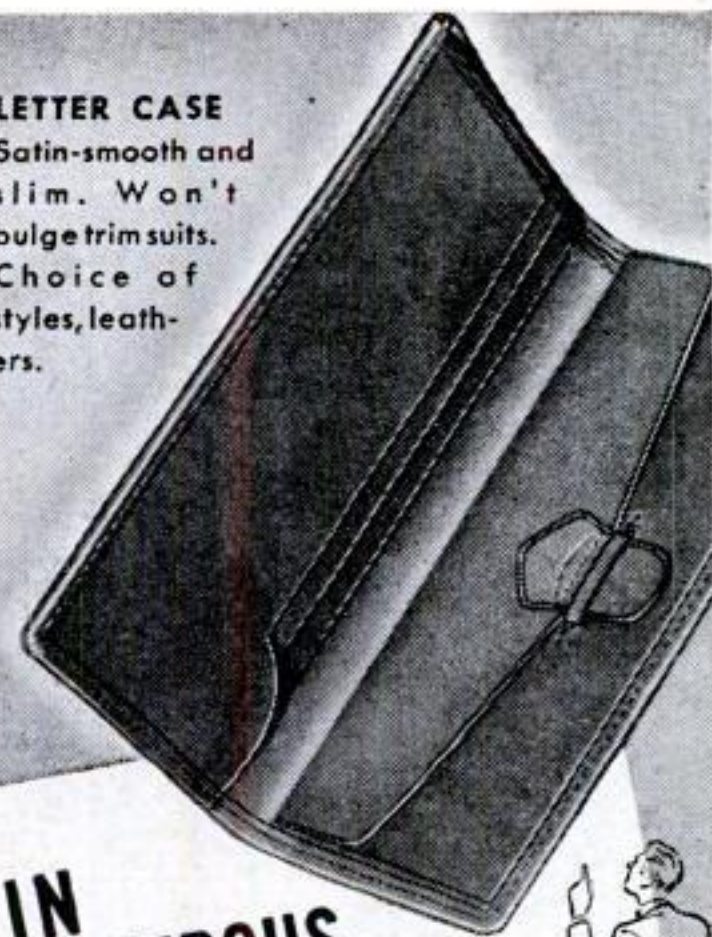
**...CLEANS as
it lubricates**

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES



Tune In: TEXACO STAR THEATRE presents the new TONY MARTIN show every Sunday night. See newspaper for time and station.

LETTER CASE
Satin-smooth and
slim. Won't
bulge trimsuits.
Choice of
styles, leath-
ers.



**IN
LUSTROUS
LEATHER...**

Companions
BY RUMPP



Luxury in rich leatherware
—companion pieces in
flawless, perfectly matched
leathers. In each, Rumpp
craftsmen have carefully
blended sound styling,
color-rich leathers
and painstaking
workmanship.



WALLET
New brightness...
new lightness, in
warm top-grain
saddleleather. Va-
riety of colors,
styles — for men
and women.



TOILET CASE—Every travel es-
sential—compactly fitted. Con-
venient carrying handle.



Ask for other Rumpp matching leather
products in leading stores. Look for the
Rumpp trademark.

97 YEARS OF LEADERSHIP



C. F. Rumpp & Sons, Phila. 6, Pa.

LETTERS TO THE EDITORS

CONTINUED

indomitable lion. As an example I give
the following poem sent me by the
dons of Mansfield College, Oxford, in
response to a few pounds of sugar
cookies sent them:

Though heads are hot, and hearts
are sick,
And lowering clouds oppress us
thick,
And all the ways of Politic
Are sad or frantic
Today a sun in heaven shines
And our despondent heart inclines
To pen these dithyrambic lines
Across the Atlantic.

Be fuel scarce, and pipes be burst,
And ration-cards be things accursed,
And worldly woes be not the worst
Of our disquiets,
We have received—to think of it!—
From far New York the choicest bit
Of pastry-art, just requisite
To mend our diets.

Our eyes light up; our molars chew:
Our prewar joyance we renew;
And ever lift our thoughts to you,
Valuing dearly
The kindly care these gifts portend,
The welcome memory of our friend.
Our very warmest thanks we send
Yours most sincerely.

REV. L. HUMPHREY WALZ
Second Presbyterian Church
New York, N.Y.

LIFE'S HOUSES

Sirs:

On behalf of all the other students
of architecture in my generation,
may I thank LIFE (April 28) a hell of a
lot for lightening the architects' bur-
den of educating John and Mary Pub-
lic as to the advantages of progres-
sively modern architecture.

This is a job which just has to be
done, which has been feebly attempted
before and which has now been set on
its way by LIFE. Give us more such
progressive substance as this.

J. M. HUDDLESTON
College Station, Texas

Sirs:

As an architecture student who has
oft battled tooth and pen point with
conservative friends to whom func-
tional architecture means something
closely akin to cubism, Dali or a
scene in a Hollywood musical comedy,
I wish to add my accolade to LIFE for
its excellent presentation of the archi-
tecture of today.

JOHN MARTIN EVANS
University of Notre Dame
Notre Dame, Ind.

Sirs:

... I'll stick with Royal Barry
Wills!

ELEANOR G. HARGROVE
Upper Montclair, N. J.

Sirs:

You people ought to be arrested for
printing tripe like your housing story.
You are selling pipe dreams and shill-
ing suckers for architects who couldn't
survive if they had to give honest es-
timates. Produce the contractor who
will build me that so-called \$18,000
job for that price and he can start to-
morrow. Otherwise shut up.

CHRISTIAN EBSEN JR.
Darien, Conn.

● Actor Ebsen, meet Builder Levitt
(p. 14).—ED.

CONTINUED ON NEXT PAGE

ACT Athletic...

FEEL Athletic...



But **don't** have

"Athletic Aroma"



Avoid Offending—Use Barbasol's Great New LOTION

Unless you're a woman-hating
hermit this means *you*, mister.
Your old friends the Barbasol
skin scientists have created
another great product. A few
drops each day, where needed,
now *prevent* "Athletic Aroma."
You don't even have to be an
athlete to be guilty, and no soap

stops it long. Barbasol Lotion
Deodorant is the result of an
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muss, no goo...*lotion*. Easy to
use, magic in effect, harmless
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promptly, but results last. Sold
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Use it tonight!



39¢
PLUS TAX

Confidentially
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LOTION DEODORANT

Checks Perspiration

No brush • No lather • No rub-in

Keep brushless
with ...



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largest selling
shave cream

No pull • No pain • No sting

Stay smooth longer
with ...



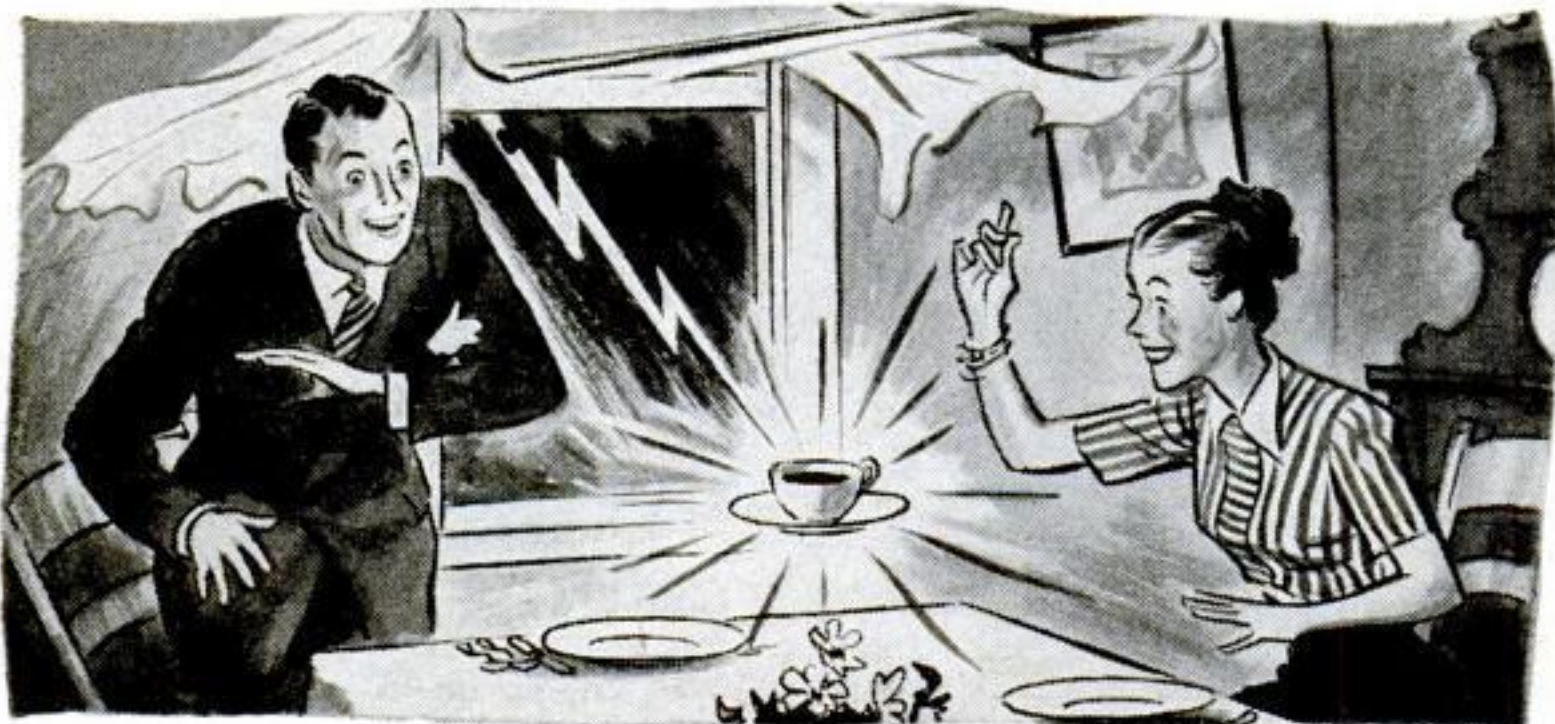
15 for 25¢
Super-sharp!

You never had coffee like this before!



1. Shout it from the roofs! Finer flavor — or money back!

Folks who've tried Borden's want to stand up and cheer. "Borden flavor is miles above any other coffee," they say. If you yourself don't think Borden's better than any coffee you ever tasted—ground or instant—we'll give you your money back!*



2. Magic convenience — no pot, no grounds! Borden's is fast as a flash of lightning. You never saw a quicker cup. Just drop $\frac{1}{2}$ to $\frac{3}{4}$ of a level teaspoonful in a cup, add hot water. No pot to wash. No grounds. No waste. That's why Borden's is perfect for breakfast.

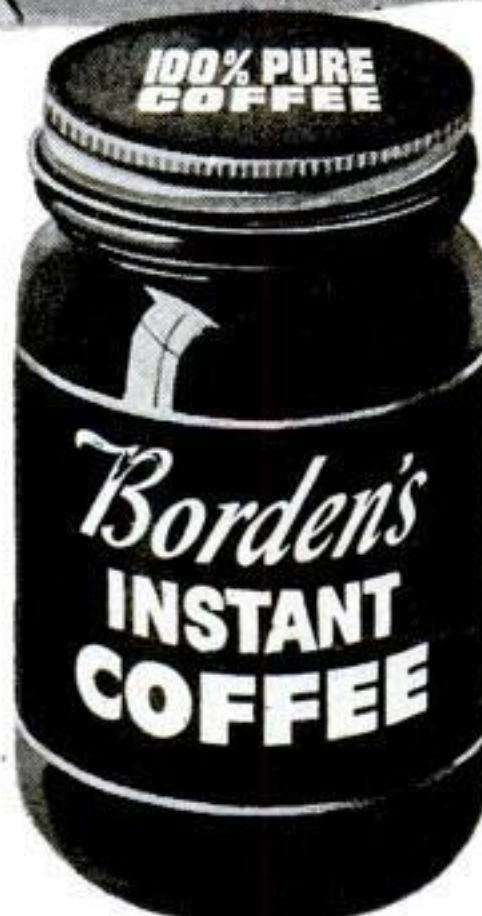


3. Thriftier, too! Because Borden's is especially concentrated pure coffee, one regular jar gives more cups of wonderful coffee than a full pound of ground coffee. You see, Borden has a scientific method of getting far more from a pound of coffee than you can in your kitchen. And there's no waste to Borden's — make exactly what you need — no leftover coffee to throw away.



YOU CAN'T FIND ANOTHER COFFEE THAT GIVES YOU SO MUCH! BE BRIGHT... SERVE BORDEN'S MORNING, NOON AND NIGHT!

© THE BORDEN CO.



*Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Company, 350 Madison Avenue, New York 17, N. Y.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Somebody has gone off on a limb. You state that the great need in America is for a house not to exceed \$7,000. Not only do I agree with your statement, but we are putting that into practice. We are building what your sister publication, ARCHITECTURAL FORUM, is convinced is the best value in the U.S. today. It is a de luxe four-room house, has a large, unfinished attic, a completely equipped kitchen, a landscaped plot, even Venetian blinds. The price: \$6,990!

Your "minimum" house could easily be produced by us for \$2,000. As for your \$18,000 house, we would love to have a great many of those contracts—then we would retire.

WILLIAM J. LEVITT
President

Levitt & Sons, Inc.
Manhasset, N. Y.

Sirs:

I am very much interested in finding out if the plans of LIFE's Country House, designed by Architect Edward D. Stone, may be purchased.

By a strange coincidence we have recently bought a lot of an acre and a half on a slope, have three children and an income sufficient to build a house of this description. . . .

CHARLES J. HACKLEY
Milton, Mass.

● LIFE regrets that it is unable to supply plans of its houses, since they are the property of the architects. Readers may, however, contact the architects directly at the following addresses: Pietro Belluschi, 2040 Southwest Jefferson St., Portland, Ore.; Schweikher and Elting, Meacham Road, Roselle, Ill.; and Edward D. Stone Associates, 50 East 64th St., New York, N. Y.—ED.

Sirs:

. . . I respectfully submit my design for a house well within the means of the average citizen whose wants are simple, funds small and ambition mod-

CONTINUED ON PAGE 16

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SET
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The Graduation Gift

Match the thrill of graduation with a thrilling new Wearever Marlboro set. The pen has a beautiful, stainless steel, satin finish metal cap and a smooth writing 14 Karat gold point. The exquisite matching pencil is a worthy companion.

Other fine Wearever pens, \$1.00 and \$2.75 . . . matching pen and pencil sets, \$1.75 and \$4.25. Made by David Kahn, Inc., North Bergen, N. J., America's largest fountain pen manufacturer.

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Margarine, sure

**GOOD,
GOOD,
GOOD!**



Modern margarine has what it takes in food. It adds important food energy to every slice of bread and every biscuit on which it is spread. It supplies you generously with life-essential Vitamin A. Its fine, fresh flavor says, "Spread it gladly." Its low cost says, "Spread it freely."

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This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

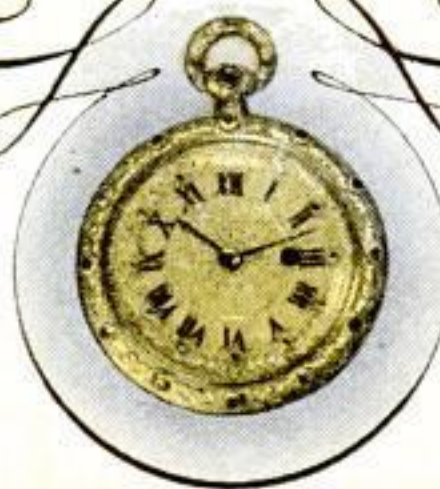
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This fine old watch now in the Metropolitan Museum of Art was made by Bautte, founder of the house of Girard Perregaux.

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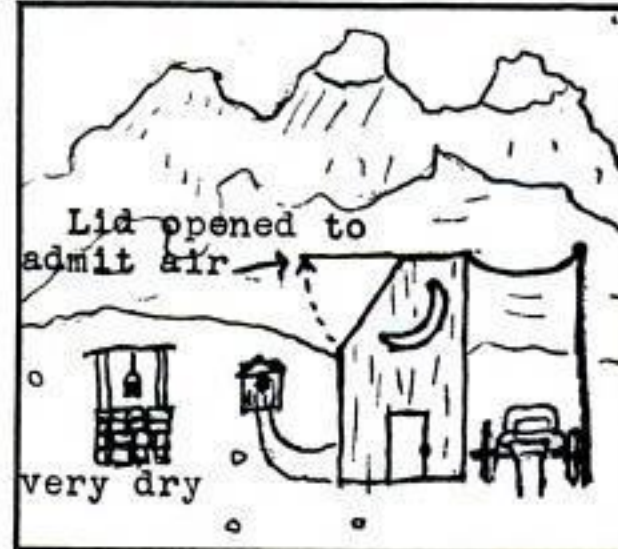
Girard Perregaux 17 jewel watches are priced from \$40.
Sold by selected jewelers throughout the world. Write for booklet D.

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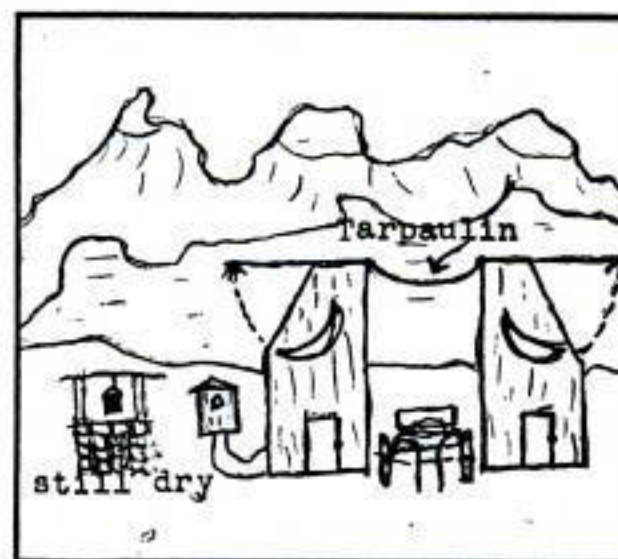
LETTERS TO THE EDITORS

CONTINUED

erate. It is a house he can maintain in spite of the present cost of living—or do you call it living? These homes are built to sell for from \$2 to \$2,000. First, we have the minimum, or one-piano-box style (plan No. 1). Land prices in a city or town currently being as high as butter, this model



PLAN NO. 1



PLAN NO. 2

will have to be erected on the desert or in the mountains. Since our landscape architect is worried about our home being slightly dwarfed by its surroundings, the illusion of greater size is achieved by making the door just barely large enough to crawl through.

When we are ready to expand we simply erect a second piano box back to back with the first (plan No. 2). An old tarpaulin slung between makes an excellent buggyport or place to throw the baby. Plumbing is all air conditioned, as shown. Since the camera was too large to fit inside, the furniture can only be described. The husband sleeps in a hammock which he filched from the Navy. The wife, not having been a member of that organization, uses the floor.

A charming effect is obtained by pushing up the lids of the boxes to admit fresh air. These lids may be supported by a piece of flotsam or even imported jetsam, hand rubbed, to give a more rustic appearance.

Romance and also privacy are furnished by cutting small, moon-shaped windows, while burlap drapes inside add a tone of quiet taste.

J. L. HOLLENBECK

Cocoa Beach, Fla.

Sirs:

Hurrah for the Minimum House! . . . Now we can settle down and develop a whole new Minimum outlook on life. We'll live at a Minimum and entertain at a Minimum, bring up our children in a Minimum of space, own the Minimum of clothing, have a Minimum of hobbies. . . We can then all do a Minimum amount of work, a Minimum amount of thinking; get along with a Minimum amount of moral and spiritual fortitude.

I almost overlooked the one Maximum point about the Minimum House: the cost.

HENRY E. GLOWER

San Francisco, Calif.

Each sip is good morning news

WITH AN
EXTRA FOR
YOU!



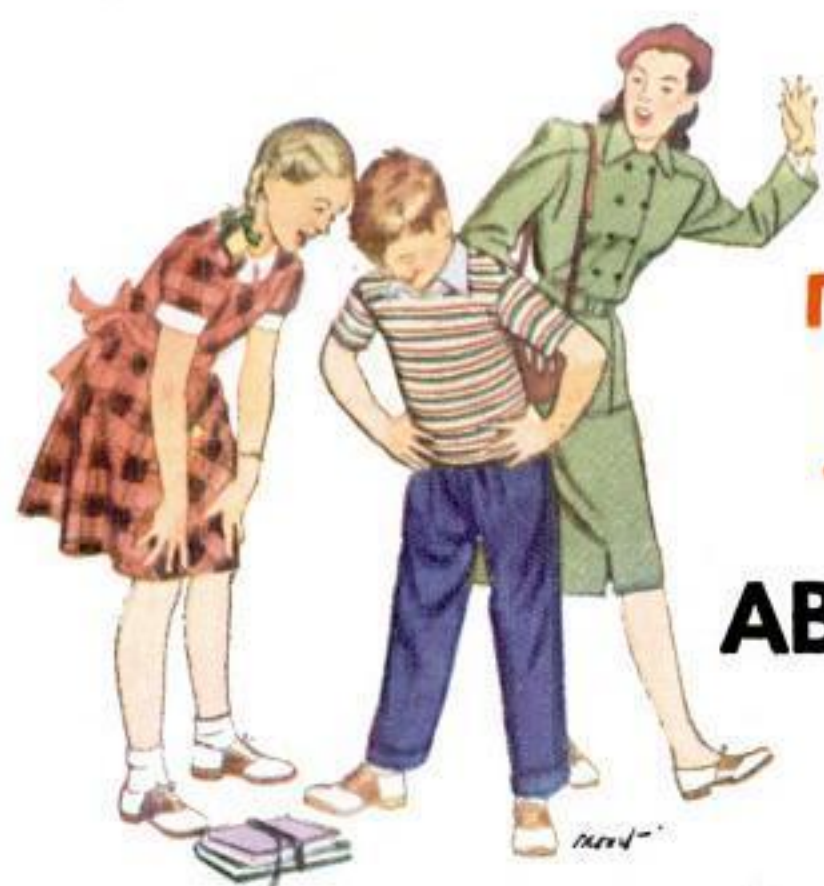
EXTRA!

SUNSWEEP HELPS
KEEP YOU
REGULAR, TOO

SUNSWEEP PRUNE JUICE



Prepared and distributed by the
makers of Mott's Fine Fruit Products



There's Excitement Afoot

ABOUT THESE NEW GOODYEAR SOLES



New, Colorful Crepe Soles for active and spectator sports wear. You'll like them for relaxing and knocking about; you'll like them for comfort, style and economy. These new **CHEM-CREPE** Soles by Goodyear wear as well as natural crepe *plus this*: They actually hold their shape longer than natural crepe . . . and help your shoes hold *their* shape longer, too! See 'em, try 'em, and you'll buy 'em! Wine or natural color for men, women and children.



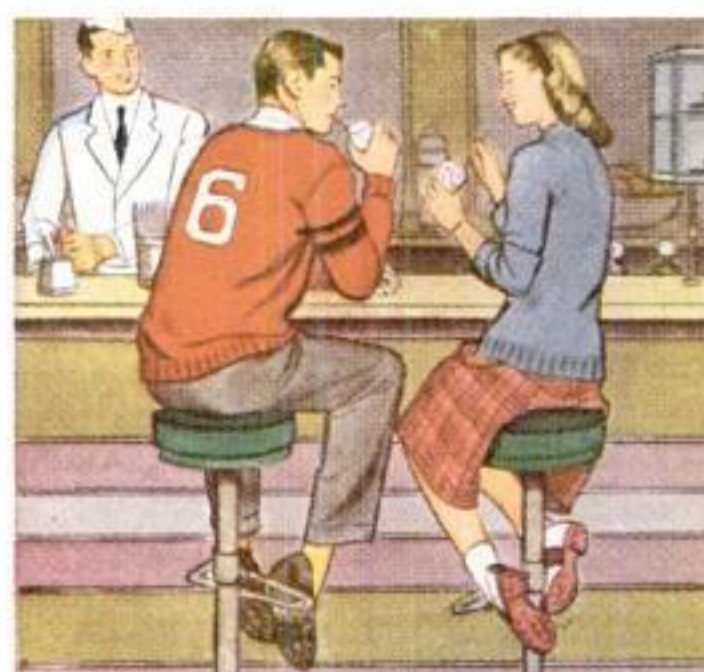
LUG Soles and Heels—a new idea for sports, casual and golf wear. And what an idea! These Goodyear **LUG** Soles and Heels are a modification of the rugged, sure-footed soles used by our mountain troops. They wear, they g-r-i-p, they give you new comfort in active sports shoes. Wear Goodyear **LUG** Soles for golf, hunting, fishing, hiking—wear them any time you want a grip on things! Black and red for men, boys, women and 'teen-agers.



Treat for the school crowd: Crepe soles—cushiony, comfortable, different! And how these **CHEM-CREPE** Soles wear! Next time, ask for shoes with Goodyear **CHEM-CREPE** Soles. You'll please the youngsters and save money, too.



Women and men will feel at home again on crepe soles. Women like their color and ease, the touch of casual style. Men like the feel, the grip, the wear of these **CHEM-CREPE** Soles by Goodyear. So get the family fitted out!



If you're in your 'teens—in age or spirit—you just *have* to have Goodyear **LUG** Soles and Heels on at *least* one pair of shoes. Otherwise, you're not heading for the stamp of "hep-proval." And these **LUG** Soles and Heels are long on wear, too!



Better than a birdie for golfers! These new Goodyear **LUG** Soles and Heels are sweet on the greens, hold firm on the fairways—yet you can wear them on the most highly polished floor in the clubhouse. And comfortable? Man, oh man!

**CREPE
SOLES**

GOODYEAR
THE GREATEST NAME IN RUBBER

**LUG
SOLES**



No other tooth brush, at any price,
has all these features!

1. Why not make a tooth brush lovely to look at—pleasanter to use? Good idea! So we called in one of America's top designers. He sculptured the new *Tek de luxe* in Starlite*. Your choice of crystal-clear or precious-gem colors.



2. Now clean the tartar zone—behind your front teeth. It's easy with *Tek de luxe*. Tek's scientific, small-shape (favorite of millions) is the result of 18 years' laboratory study by the world's leading maker of dental supplies.

*EXCLUSIVE WITH TEK DE LUXE



3. Goodbye soggy bristles! *Tek de luxe* has Keton* waterproof bristles. They keep their spring and cleaning power long after cheaper bristles are matted down and ineffective.

50¢



4. A sanitary, unbreakable container protects your new *Tek de luxe*. You'll find it perfect to use when traveling, too. Get *Tek de luxe*, today, at your favorite drug counter.

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GIVE MORE
BRIGHT LIGHT
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FOR YOUR 10¢



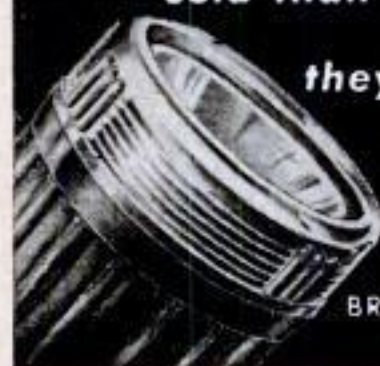
HERE IS PROOF! BASED ON TESTS CONDUCTED
UNDER GOVERNMENT STANDARDS

THREE LEADING BRANDS TESTED	BRIGHT STAR	BATTERY A	BATTERY B
VERY BRIGHT LIGHT			
GOOD LIGHT			
FAIR LIGHT			

Each column adds up to 10 cents, but BRIGHT STAR
leads the field with 70% VERY BRIGHT LIGHT.

And that's not all... Bright Star batteries give
150% of the Light Industrial Test requirements as
specified by the U. S. Gov't Bureau of Standards.

... and there are more
BRIGHT STAR FLASHLIGHTS
sold than any other make.
they, too, have been
best since 1909!



BRIGHT STAR BATTERY CO.
CLIFTON, N. J.

It's Round-up Time Again!



It's time to round up your

"B.V.D." sports and leisure

wear—the smartest in action-

wear. Start with this all-purpose

Ruggers shirt. It brings you

style, comfort, action-freedom

wherever you go. And you're

free to wear it anywhere—

thanks to the double-purpose

collar that makes you look smart

and correct with or without a tie.

Ruggers Shirts

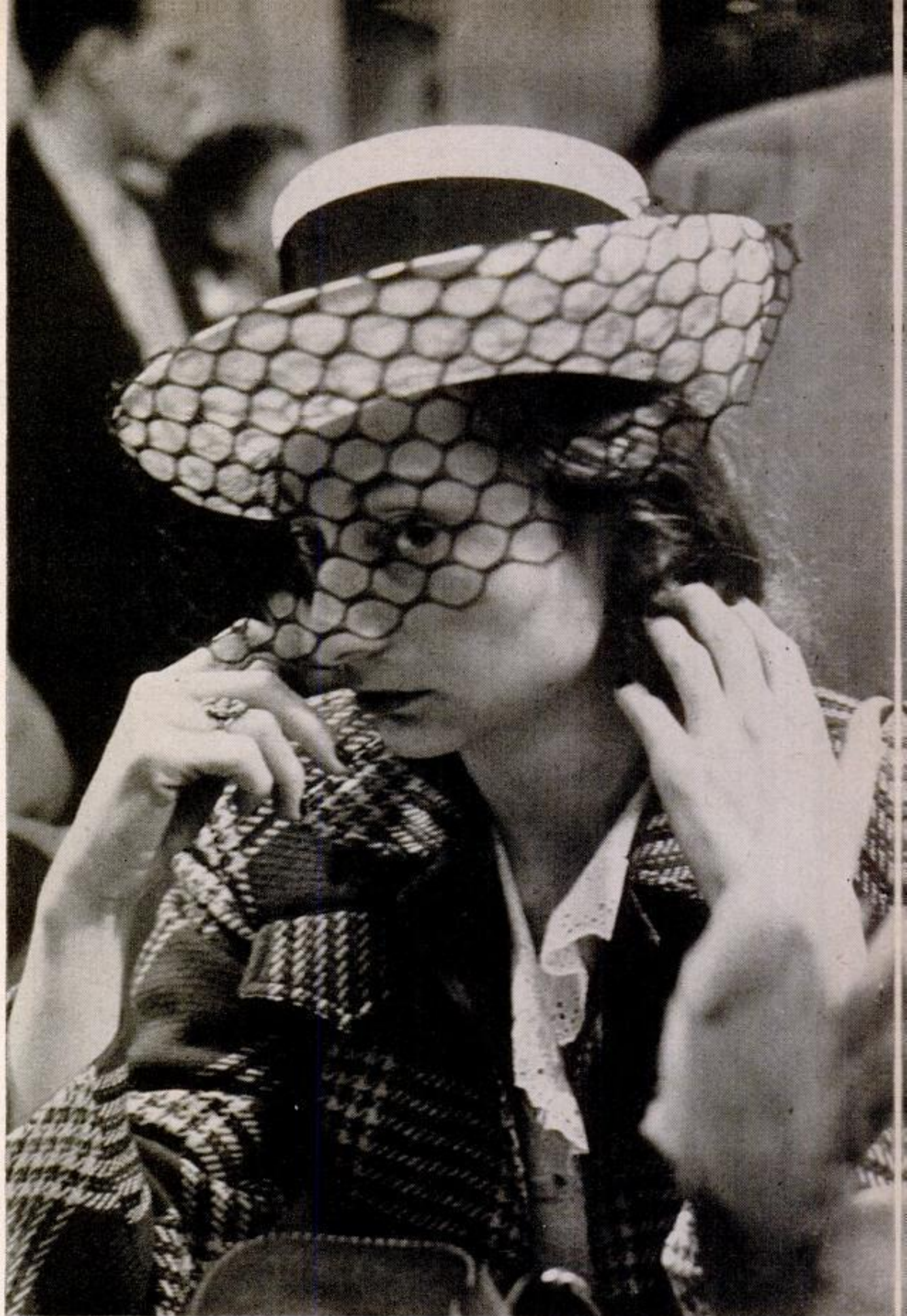
B.V.D.
BRAND

"Next to myself I like 'B.V.D.' best!"

"B.V.D." & "RUGGERS" TRADE MARKS ARE REG. U. S. PAT. OFF.



IT "DOESN'T DO ANYTHING FOR ME," COMPLAINS ONE CUSTOMER



"IT COULD BE SMART," MUSES AN UNDECIDED, WELL-TAILORED TYPE

SPEAKING OF PICTURES...

HAT-BUYING IS AN EXHAUSTING AND EXHILARATING EXPERIENCE



FIRST GIRL wonders about this jaunty hat. Everyone liked it but no one bought it.



OPEN-MINDED customer will try anything once but is skeptical about feathers.



HORRIFIED matron turns down the hat, shocked at the effect it has on her face.



PAINED smile is fourth woman's reaction. Back view fails to convince her.



"NOT GOOD," SAYS ANOTHER, GLOOMILY STUDYING HER REFLECTION



"PRETTY," EXULTS YOUNG GIRL, VIEWING HERSELF IN MIRROR

One of the most highly charged emotional experiences a woman can go through is buying a hat. When she is happy she celebrates with a new hat. When she is low she picks herself up with a new hat. When she has nothing to do she goes to a hat shop. Many of these expeditions end up badly, however.

To show the full range of exultation and despair experienced by hat shoppers, LIFE Photographer Leonard McCombe took his camera behind a transparent mirror, specially built by the Libbey-Owens-Ford Glass Company and installed for the occasion in Ohrbach's New York store. Through it he recorded the

off-guard expressions of a series of customers. Unaware of McCombe's presence, the women frowned, smiled, pouted and doubted as they searched for the one hat that would "do something" for them. Despite Ohrbach's superior selection, only one of the 12 women shown here made up her mind to buy.



FANNY BRICE SMIRK expresses opinion of one comedy-minded lady.



POUTING disdainfully, next prospective buyer hurriedly takes off the offending hat.



POSING coyly to herself, a pretty young customer is momentarily tempted to buy it.



PLEASANT BUT FIRM, last customer of the day resists blandishments of salesgirl.

Guess She Just Doesn't Give a Hoot!



WHAT HAVE I DONE
TO RUFFLE YOUR
FEATHERS, PEGGY?
JEEPERS! EVERY TIME
I SNUGGLE UP LATELY,
YOU GIVE ME THE
BIRD!

I'M SORRY, JERRY.
BUT NO ONE'S GOING
TO COO WITH YOU—
UNTIL YOUR DENTIST
SETS YOU STRAIGHT
ON YOUR BAD
BREATH PROBLEM!

IF HE GIVES
A HOOT, HE'D
BETTER SCOOT!

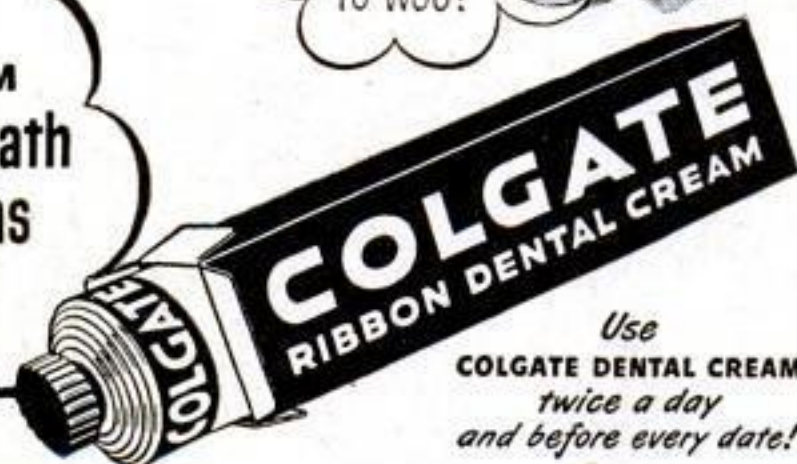
TO COMBAT BAD BREATH, I RECOMMEND
COLGATE DENTAL CREAM! FOR SCIENTIFIC
TESTS PROVE THAT IN 7 OUT OF 10 CASES,
COLGATE'S INSTANTLY STOPS BAD BREATH
THAT ORIGINATES IN THE MOUTH!

LATER—Thanks to
Colgate Dental Cream

COLGATE'S ACTIVE PENETRATING FOAM
GETS INTO HIDDEN CREVICES BETWEEN
TEETH—HELPS CLEAN OUT DECAYING
FOOD PARTICLES—STOP STAGNANT
SALIVA ODORS—REMOVE THE CAUSE
OF MUCH BAD BREATH

NOW HE
HAS THE WIT
TO WOO!

**COLGATE
DENTAL CREAM**
Cleans Your Breath
While It Cleans
Your Teeth!



Use
COLGATE DENTAL CREAM
twice a day
and before every date!

SPEAKING OF PICTURES

CONTINUED



VARYING EXPRESSIONS of enthusiasm light face of girl during long session of hat-trying. But in the end she gave up—worn out, discouraged, hatless.



GOOD COMPANIONS:
Swift's Premium Bacon
and egg salad; served on
buttered toast covered
with salad greens.

Traditionally preferred **THROUGHOUT OUR LAND**

Peerless quality—zealously maintained through half a century. No wonder polls of public opinion show, over and over again, that Swift's Premium Bacon is America's first choice. Its reputation for excellence has become a national tradition. And the preference for Swift's Premium increases constantly. Today more millions than ever before say they consider it the finest of all bacons.

Swift's Premium Bacon



Only Swift's Premium Bacon gives you that famous sweet smoke taste, that unvarying perfection. Look for the name on the package; be sure to ask for Swift's Premium Bacon.



**WITH THE
SWEET SMOKE TASTE**

THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED AHOY. STETSON MILLINERY FASHIONS ARE PRICED FROM \$6.95.



"Maybe I'd better stay right here!"

1. Any girl might think twice about going off cruising—if it means leaving two unattached fellows like these behind!

You can see at a glance that they have what it takes to get along—and they make the most of it by wearing clothes

picked to suit the occasion. You can do as well—without spending a mint of money, either—if you just give a thought, when selecting your clothes, to their *appropriateness*.

In summer, for example, try a light, informal outfit...



2. For a carefree time, pick a cool brown summer suit with a smart white stripe—brighten it up with a maroon tie with figures—and top the outfit off in style with a light, breezy, mesh panama such as the Stetson Trophy in the new Maple shade.



3. Or follow the example of the chap on the right—with a blue-gray summer suit, blue bow tie with geometric figures, white shirt, and that outstanding favorite among cool panamas, the Stetson Belfield in flattering Sun Tone.

STETSON Straws — Right for cool comfort

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.

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LIFE'S COVER

The pretty youngster directly behind the Brodingnagian sundae on LIFE's cover is Mary Hill, 17, a junior in California's North Hollywood High School. She manages to down two of these formidable \$1 concoctions every week (pp. 85-87) without gagging and even without paying for them. Her boyfriends foot the bills. Mary's parents, however, though they never worry about her school grades (average, B-minus) or her ambitions (to be a laboratory technician, or a reporter), are concerned about the effect of such snacks on her complexion. Mary's firm answer: "I think I am past that stage."

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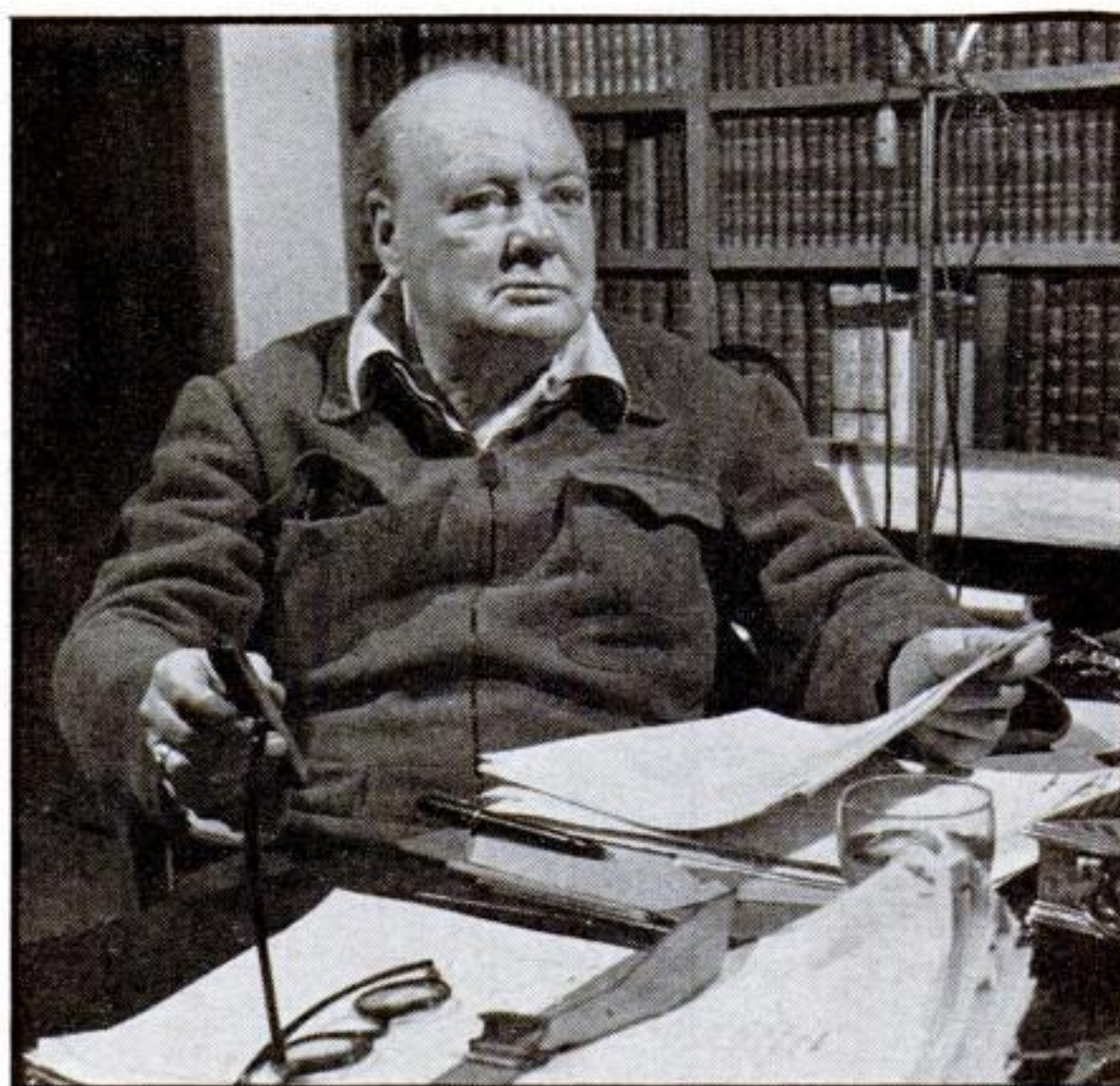
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MR. CHURCHILL AT WORK ON HIS MEMOIRS LAST WEEK

Advance Notice

to "Life" readers of an important journalistic event. Beginning in 1948 "Life" will present in America the

War Memoirs of WINSTON CHURCHILL

Britain's great Prime Minister is now writing his story of World War II. This is beyond doubt the most eagerly awaited work of historical literature in our time.

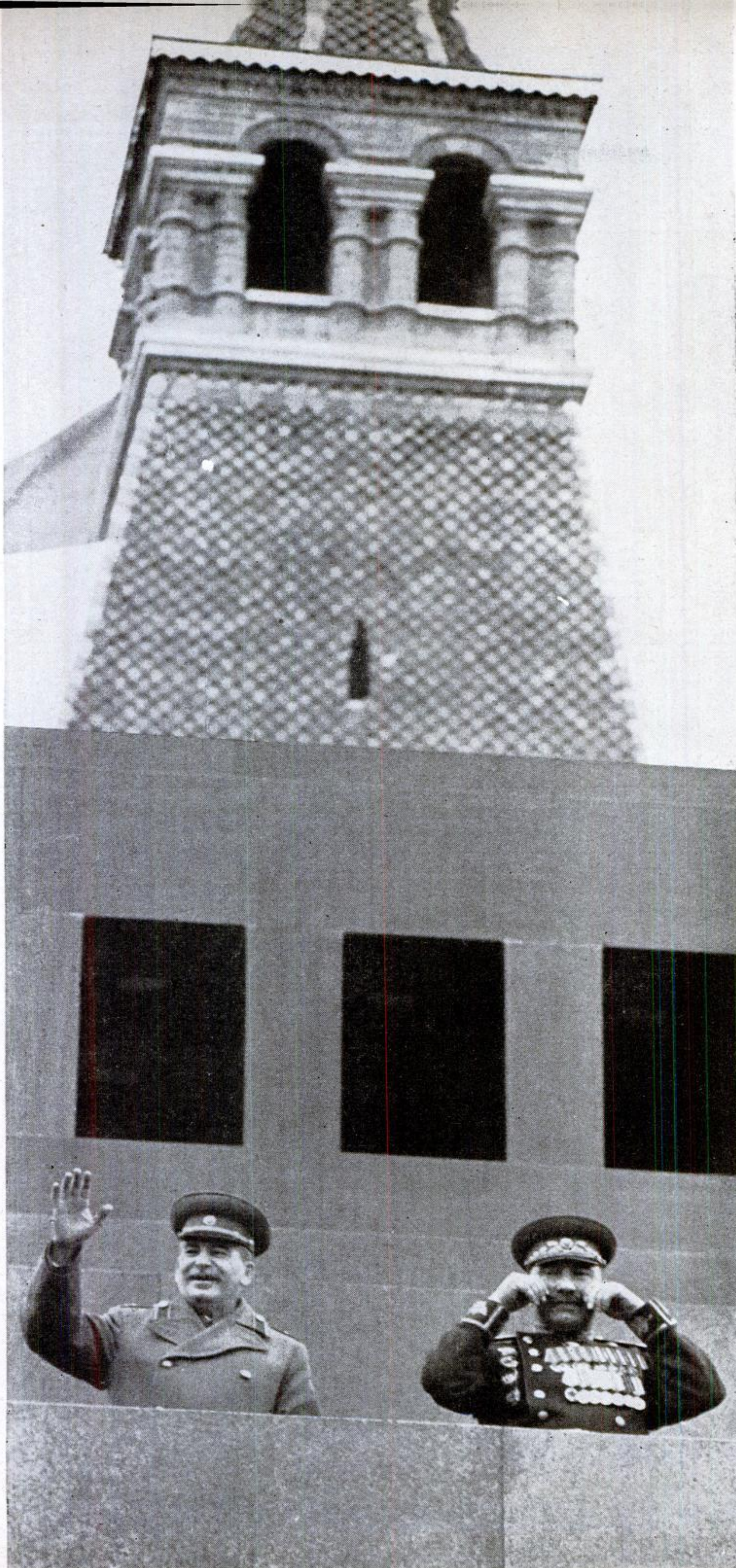
Mr. Churchill is a great journalist as well as a great statesman. Throughout the war he saved all the raw materials of history—letters, memoranda, transcripts of conversations and his own personal diary. He is now engaged in working over this priceless record and making his commentary on it. His memoirs will be the full, intimate history of the war, as seen on the highest level of statecraft. In the famous Churchillian prose they will reveal great moments of history now secret.

Among the major figures of World War II, Mr.

Churchill is the only one who played his part in it from start to finish, the only one who is today in a position to write its history. At the same time he is one of the most brilliant historians of the English-speaking world. Long before the last war he had won renown by his *The World Crisis* and his biography of his famous ancestor Marlborough. This combination of statesman and historian has had no parallel since Caesar wrote his *Gallic War*.

The Churchill memoirs will be presented to the American public, in serial form, exclusively by LIFE and the New York *Times*. Publication will begin as early in 1948 as the first volume comes from Mr. Churchill's desk,

—THE EDITORS



PREENING HIS MUSTACHE, Marshal Budenny stands with Generalissimo Stalin on top of Lenin's tomb.

Stalin gives the marchers a big smile and a small salute. In the background is the Senate tower of the Kremlin.

LIFE

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MAY DAY IN MOSCOW

A fortnight ago in Moscow the old men of Communism mounted Lenin's tomb to receive the salutes of Russia's proletariat. As on past May Days more than a million soldiers and laborers flowed through Red Square. Generalissimo Joseph Stalin smiled and waved to them. Marshal Semion Budenny, the Red Army version of the old Indian fighter, twirled his mighty mustaches (*left*).

From the red granite shrine under the Kremlin wall, the Soviet leaders saw a carefully rehearsed parade of military strength—infantrymen, tankmen, gunners. Then the union, party and cultural groups passed by. Above them went the fighters and bombers of the Red air force.

While Stalin and his Politburo aides hailed these manifestations of Soviet power, Moscow's press thundered its defiance to the West. *Pravda* cried, "We are not alone; all the peoples of Europe are with us!" In Berlin and Paris and Rome and New York, Communists also marched. But on the home grounds the Moscow parade, huge as it was, lacked some of the majesty Russia had in the later war years when the enemy still was Hitler and Moscow did not pretend it could win the war alone.

Looking beyond the marchers, the Soviet leaders saw the Russian people. In Pushkin and Revolutionary Squares the citizens of Moscow flocked to the kiosks of May festival fairs (*pp. 28-29*). Tired and shabby, they eagerly bought such unrationed commodities as ice cream, singing birds and embroidery. From the mausoleum reviewing stand Stalin could see the specially cleaned and painted buildings of Moscow. But beneath the May Day veneer the basic needs for more goods, more building, more of everything were just as plainly visible.

This year, for the first and possibly for the last time, LIFE readers can see these things that the Kremlin leaders saw, as well as some unposed portraits of the leaders themselves. LIFE Photographer Thomas McAvoy, ending his conference mission to Moscow, quietly mingled with Soviet photographers to get the candid pictures on this and the following four pages of Moscow's May Day.



SATISFIED with his appearance, Budenny raises his hand. Earlier he rode a brown horse in the troop review.



STALIN'S PORTRAIT IS HOISTED UP BESIDE LENIN'S BEFORE THE PARADE



A STORE CONSTRUCTS A GAILY DECORATED KIOSK TO SELL UNRATED EMBROIDERY



PROFESSIONAL DANCERS in peasant costumes entertain Muscovites jamming the square in front of the Moskva Hotel. Other items of amusement provided for the

Russians during the three-day holiday were artillery salutes, colored searchlights at night, street dancing, an open-air movie, a vaudeville show, bands, refreshment stands.



THE BALLOONS AND ENORMOUS PROPS MADE THE SHOW LOOK LIKE A MACY PARADE



THE MOSCOW-LENIN DEPARTMENT STORE HAS A BOOTH FOR THE PARADE



CIVILIAN PARADE, or *demonstratsia*, follows the military show. Workers shuffled aimlessly about in the Moscow streets before the marching started, but they burst into

big smiles and cheered, "*Slava velikomu Stalinu*" ("Glory to the great Stalin"), as they passed in front of Marshal Stalin, his generals and members of the Soviet hierarchy.



HORSE-DRAWN ARTILLERY (above) wheels around corner toward Red Square for parade past Lenin's tomb,

which was reviewing stand. The tanks (background) wait their turn at foot of Gorki Street, Moscow's main street.



STREET CLEANERS (above), most of them women with crude brooms, made of branches, scurry out right

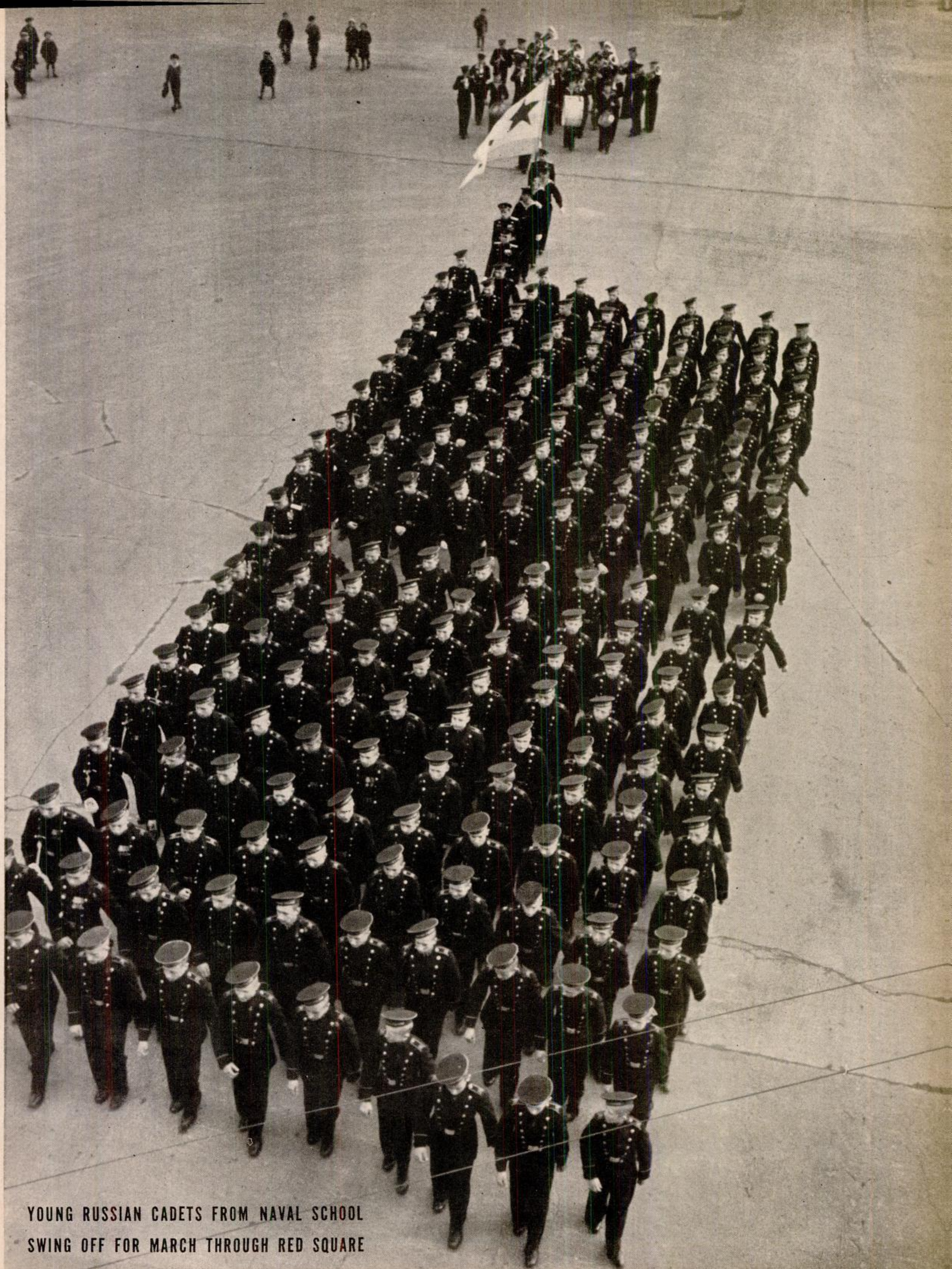
afterward to clean up. Below: motorized forces approach same corner while the street cleaners finish their work.



MERCHANT SEAMAN PLAYSUIT is worn by a child to watch the parade. His mother was one of the marchers.



SAILOR PLAYSUIT, like the merchant-marine playsuit (above), reflects Russia's growing interest in the navy.



YOUNG RUSSIAN CADETS FROM NAVAL SCHOOL
SWING OFF FOR MARCH THROUGH RED SQUARE

KOREA

ITS FREEDOM WILL COST US MONEY AND WILL MEAN A TRIUMPH FOR U.S. FOREIGN POLICY

Now that Congress has passed the \$400 million loan for Greece and Turkey, let it not be supposed that this first payment on the Truman Doctrine will be the last. As Truman said of his own doctrine, "Nobody knows where this will lead." Already other victims of totalitarian aggression are crowding forward, hat in hand. The next in line is Korea.

The State Department wants something like half a billion dollars for Korea over the next three years. Korea is one of those countries that calls forth all the clichés of the political geographers: pivot, buffer, football, dagger-pointed-at-the-heart-of, who-rules-this-places-that. It is also a very old country, with legends going back to 2000 B.C. But more important than this, it is a country which was promised liberation by the Allies; a country which has instead been cut in two by U.S. and Russian occupation, the troops facing each other across an arbitrary line called the 38th parallel (map); a country for whose fate the U.S. has a keen, direct and nontransferable responsibility.

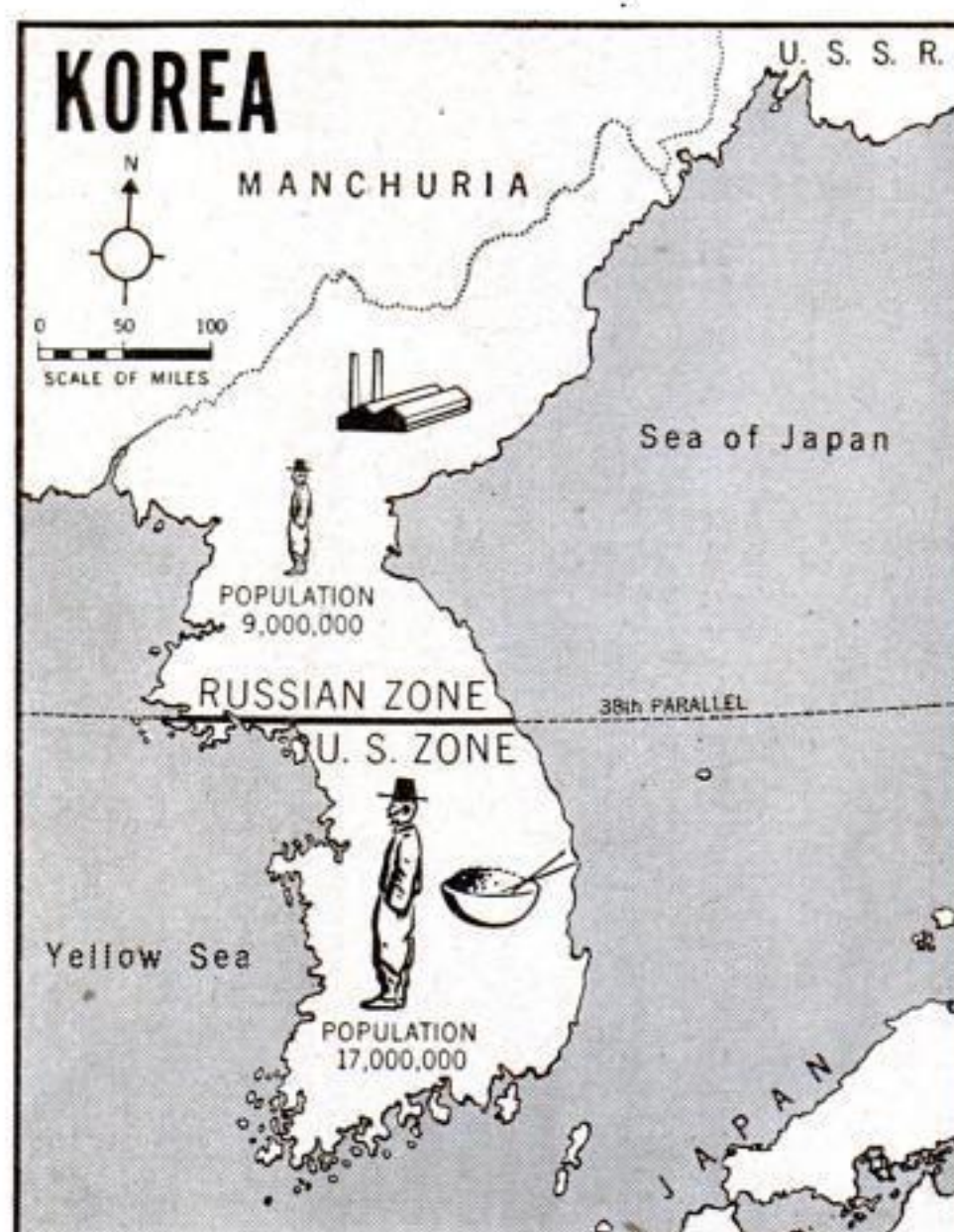
The Cast of Characters

None of the actors in the Korean drama is very happy about it. To the American GI now stationed there, it seems a bitter and unnatural fate to be set down among these distant, white-clad strangers for whom he has no name but "gooks." To Lieut. General John R. Hodge, an A-1 combat officer, the assignment of heading the Korean occupation came as an unpleasant surprise. Like the State Department he was utterly unprepared for the task and is on record to the effect that taking Okinawa apart was a cinch compared to putting Korea together. General Hodge, who looks and talks like a Popeye the Sailor in three-star khaki, got off to a bad start by calling the Koreans "the same breed of cats as the Japs," and otherwise showing a top-sergeant concept of high politics. After 18 months his views and words are different. On a tour of his command last month he was kissing Korean babies, getting himself called "Hodgey," and sincerely telling his troops that their job was not only harder than Okinawa, but far more important.

The Korean people, who had been unwilling subjects of Japan for a generation, knew Americans before the occupation chiefly as missionaries. These missionaries had found more converts per capita in Korea than in any other part of Asia and were held in profound respect. When our troops landed, they were hailed with as much reverent enthusiasm as though they too were gentle soldiers of the Cross. Needless to say, although Christianity is still strong among Koreans, this first impression is not. As liberation has turned into occupation, the unpopularity of Americans in Korea is exceeded only by that of Russians and Japanese.

We are even unpopular with the No. 1 Korean patriot, Dr. Syngman Rhee, who has been lobbying for American intervention in Korean affairs ever since the time of John Hay and Theodore Roosevelt. The case he has pleaded all his life has been a free Korea—free from the domination of Russia, Japan or any other power. In 1919, under the spell of Woodrow Wilson's doctrine of self-determination, the Ko-

reans staged a nonviolent rebellion against Japan, and Dr. Rhee set up a free Korean government in exile. He appeared in Seoul in September 1945 behind the U.S. flag, which he took to be the best means of fulfilling his long dream. He wants to be president of a free Ko-



rea before he dies. He could probably be elected tomorrow in a fair election. But instead of a Rhee government, or any free government in Seoul, there is an American proconsul. So Dr. Rhee is just as unhappy about the state of Korean affairs as everyone else.

Like every other important problem in the world today, the Korean problem includes the Russians in its cast of characters. And they present the usual question: does Russia or the U.S. play the lead?

In the days when it was the "hermit kingdom," Korea practiced a form of execution known (because that's what it was) as slicing. Along with slavery and other horrors, slicing was abolished under Japanese tutelage. But it has been revived and improved upon by modern power politics. Instead of slicing individual Koreans we slice the whole Korean nation. The 38th parallel slices the mines and factories of northern Korea from the people and grain of southern Korea, though the two halves were utterly interdependent. At present nothing crosses this line except a little electricity, mail and about 2,000 refugees per week.

The refugees are all fleeing south. For the Russians, after looting and pasturing their troops on the underfed people, have also turned their half of Korea into a Communist police state Tito-style. Just now they are drafting a Communist-controlled Korean army which already numbers at least 100,000 and has been estimated much higher. The government of Korea's Tito, one Kim Il Sung, reaches into every northern village, entrenched by wholesale purges, a redistribution of land and the usual Communist strong-arm methods. It also has a well-organized party in the U.S. zone to which Kim Il Sung has smuggled small arms, money, counterfeiters, terrorists, etc. These

southern Communists have been the bane of General Hodge's existence, and they are overcrowding his jails. If U.S. and Russian troops were to withdraw from Korea tomorrow, there is every prospect that between his northern army and his southern party, the whole country would soon be delivered into Kim Il Sung's hands.

This would not be what the Koreans want; far from it. North or south, their prevailing political sentiment is for freedom from all foreign domination. On both sides of the barrier it is a race between occupier and popular resentment. The only difference is that General Hodge, when he leaves, would like to leave behind him a genuinely free and self-governing democracy. That is quite a difference. How can it be done?

Costs More—Worth It

All last year the Russians were apparently betting that we would move out of Korea any day. Nothing else can explain their extraordinary demands on the U.S.-Soviet Commission which was supposed to set up an all-Korean government. Negotiations got nowhere. Last week Marshall and Molotov agreed to resume them, but this came only after the U.S. had adopted a new and more definite policy: to stay in Korea until our job is done. To this end we are going ahead with our own plans to put southern Korea on its feet under a free government of Korean choosing.

This government may or may not include Syngman Rhee. He is not getting any younger or more liberal. But as the grand old man of Korean independence he can at least feel that his life-long efforts are beginning to bear fruit. The State Department has at last awakened to the fact that to favor Korean independence means to oppose Russian aggression. If we follow through on our new policy, Korea has a chance at a better future than the one represented by Kim Il Sung.

It will cost us money, some of which must be charged off to the rectification of past mistakes. General Hodge has now begun to import locomotives, fertilizer, cotton and other essentials; he will need a lot more. To bring a responsible democracy to birth requires giving the people a chance to earn a living. If this immediate task is capped by delivering on the promise of independence, U.S. foreign policy can begin to feel a little prouder of itself, and Americans may regain some of their old faith in having a progressive mission in the world.

PICTURE OF THE WEEK: ➔

For three months the union had sat on one side of the table opposite a tall, familiar-looking man who kept saying no. So in Los Angeles on May 6 the A.F.L. retail clerks put a picket line in front of 13 Grayson stores. The pickets knew the tall man would not respect their line. At one store they chanted, "Stick around and see a Roosevelt pass a picket line." Right on time, tall John Roosevelt passed through the line to his office. A woman jeered, "Your father would turn in his grave." At week's end the strike for union recognition was still on. John Roosevelt commented, "I guess I'm the only Republican in my family."



JOHN ROOSEVELT WALKS THROUGH PICKET LINE
TO HIS JOB IN A LOS ANGELES CLOTHING STORE



IN CAIRO EXCITED EGYPTIANS SWARM AROUND AVAK'S CAR, HOPING TO CATCH A GLIMPSE OF THE HEALER

AVAK THE HEALER

Armenian mystic flies to California to treat son of millionaire vintner

A 20-year-old man named Avak Hagopian, wearing a brown cassock and a black beard, arrived in Los Angeles on May 6. Seventy-six-year-old Krikor Arakelian met him at the airport and looked hopefully into Avak's tragic and lustrous eyes. Arakelian had paid for Avak's passage from Persia because Avak was being hailed in the Middle East as the Healer. Perhaps Avak could cure Arakelian's son Vaughn, who for 20 years has been an epileptic. If so, faith would accomplish what Arakelian's \$25 million fortune (Mission Bell Wine) and skilled doctors had failed to do. Quite ready to make the attempt, Avak went on to Arakelian's estate at Palm Springs, Calif. Vaughn was waiting for him.

To attest Avak's miracles and to help him in dealing with the world—he speaks no English and can barely read and write—he brought along a friend, Dr. Sumbat Yeghiazarian, who revealed a little of Avak's story. Avak was born in Azerbaijan in 1927. As a boy he was apprenticed to a goldsmith, but one day at the workbench he saw a vision. Thereafter he became a faith healer. So many stories of his healing miracles spread through Persia that the government was once forced to exile him to a secluded village to prevent religious rioting. Then Avak traveled to Baghdad and Jerusalem, curing the sick, and his fame grew. In Cairo mobs stormed his car (left) to look at him. Everywhere Avak went, Dr. Yeghiazarian said, he worked miracles. Dr. Yeghiazarian also said that he had been deaf but that Avak had cured him by thrusting his fingers into his ears.

At Arakelian's home, Avak touched Vaughn on the shoulder (below) and said, "You will be well in two weeks." Mr. Arakelian thought Vaughn looked better already and began to sing. On the next day Vaughn's condition was reported as "unchanged, either for better or worse." But this did not discourage hundreds of invalids who were already pouring into Palm Springs to be cured by "Avak the Healer."



HOPEFUL FATHER Arakelian (right) smiles beside Avak. He said, "I want him to cure my son, and then I want him to cure others. I won't be selfish about this."



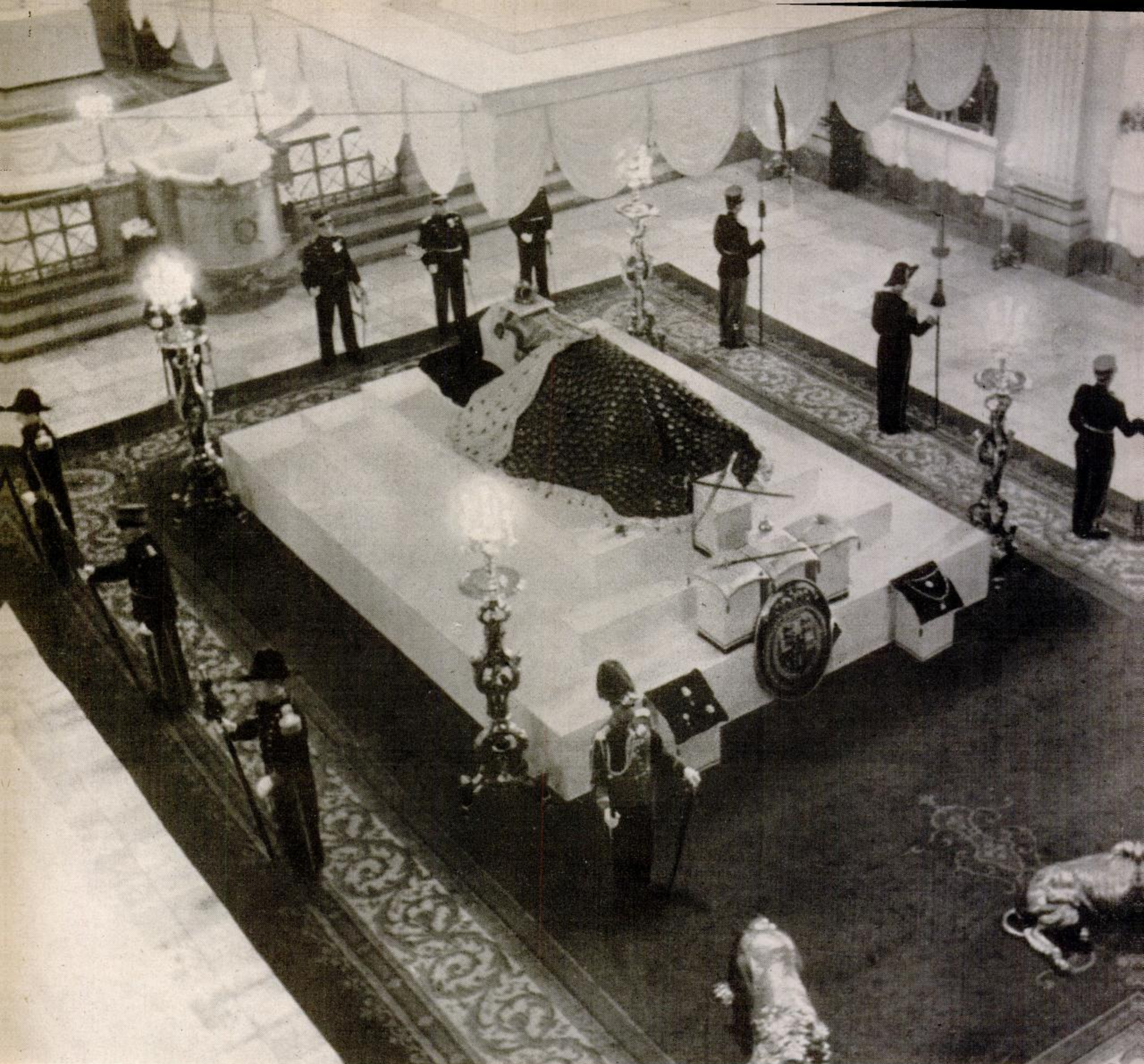
CURIOUS CALIFORNIANS rush Avak at the Los Angeles airport. Many ailing people stood in his path in the hope that he would touch and cure them as he passed.



THE SICK MAN, 37-year-old epileptic Vaughn Arakelian, has his shoulder touched by Avak's healing hand. "God sent me to help you," Avak stated comfortingly.



WRAPPED IN ASCETIC SILENCE, THE HEALER
MEDITATES AMONG THE CALIFORNIA HILLS



WITH THE CROWN PLACED ON THE RED, ERMINE-COVERED COFFIN, WHICH IS SURROUNDED BY HIGH-RANKING DANISH GUARDS, THE BODY OF KING CHRISTIAN X LIES

CHRISTIAN HAD THE COMMON TOUCH



ROYAL GROUP before World War I included king, England's Queen Alexandra, Duchess Thyra of Brunswick-Luneburg, Czarina Dagmar.



HIDE-AND-SEEK with king on palace floor amused granddaughter Elisabeth during Christian's Silver Jubilee celebration 10 years ago.



RIDING alone through bicycle traffic was Christian's silent



IN STATE AT COPENHAGEN'S CHRISTIANSBORG PALACE



ROYALTY marches in the solemn funeral procession. In first row (left to right) are King Haakon of Norway, Frederik IX, the new king of Denmark, Prince George of Greece

and Prince Knud of Denmark. In the second row is Crown Prince Gustaf Adolf of Sweden (with plumed hat). In the middle of third row is Prince Bernhard of the Netherlands.

A GREAT KING'S FUNERAL

More than 750,000 subjects gather to mourn Christian X of Denmark

At 11:14 p.m. April 20 a footman opened the door of Amalienborg Castle in the heart of Copenhagen and announced the news: the noble old king, Christian X of Denmark, was dead of heart failure at 76. His body lay in state (left) until April 30. Then with great pomp and pageantry came the royal funeral (above). More than 750,000 Danes, about one out of every four, turned out to pay homage to their beloved monarch.

But the spectacular funeral could not express the hold the king had over his subjects' affections. Particularly during the Nazi occupation, Christian became a great Danish hero. Completely fearless, he treated the invading Germans like peasants. Once he is said to have ordered the Nazis to take down a

swastika. When the Nazis refused, Christian said he would send a soldier to remove it. The Germans said the soldier would be shot. Christian said coldly, "I am the soldier." The Nazis lowered their flag. United by their king's example, the Danes became a "nation of icicles" to the Germans.

It was not only Christian's bravery that stirred Danish hearts. He acted like one of them. He often wore clothes which had been mended over and over. On his horseback rides through the streets of Copenhagen he moved unattended, obediently stopping for all the traffic lights. A Nazi officer once voiced his amazement that Christian should ride alone. "Who is really taking care of the king?" he asked a Copenhagen citizen. The heartfelt reply was, "We all are."



protest against the occupation. Danes gathered to watch him.



AN EMOTIONAL KING, Christian X wept in 1945 when he saw his brother king, Gustaf V of Sweden (left), for the first time since 1939.



RIDERLESS HORSE follows Christian's coffin in the funeral. The escort included British marines, French alpine troops and U.S. marines.



PRAYING, SINGING, AND OFFERING NONDRINK PLEDGES, MEMBERS OF PASADENA, CALIF. W.C.T.U. INVADE CHARLIE'S BAR. THE CUSTOMERS REMAIN INDIFFERENT.



"**DRY-CLEAN CALIFORNIA**" is sung by marchers to tune of *Brighten the Corner Where You Are*. Mrs. Cowie (left) also leads them in prayer. Marchers were cautioned,

"No threats; no violence." Mrs. Cowie has written 16 temperance books and many of the songs. One of the dry hymns, set to *O Tannenbaum*, has become a drinking song.



LEADER, MRS. BESSIE LEE COWIE (LEFT) CARRIES SIGN

W.C.T.U. MARCHES ON PASADENA BARS

California women attack liquor
with prayers instead of hatchets



LADIES REGISTER STERN DISAPPROVAL OF BARROOM SENTIMENT. THEY BELIEVE "SLIGHTEST USE IS ABUSE"

These marching grandmothers will seem strange to many younger Americans. But to older people, who can recall the violent days of hatchet-wielding, saloon-smashing Carry Nation, they will seem like nothing more than a wisp out of the past. In their own simple and direct way these women are exhibiting a peculiarly American penchant for reform by a peculiarly American form of enterprise.

These ladies have replaced the direct action of earlier days with persuasion. Like members of other dry organizations who are becoming active again, they are advocating measures short of an immediate campaign for outright prohibition. Using only prayer and petition, and guided, as they believe, by God, they paraded last week into barrooms of Pasadena, Calif. There they urged barkeepers to seek "more honorable" jobs. They pointed out possible

law violations to proprietors. They pleaded with customers to sign no-drink pledges. At one bar they found a mother with her daughter, embraced the mother and prayed for her. Later the mother joined them in singing *Onward Christian Soldiers*.

The marchers are, of course, Woman's Christian Temperance Union members. They are led by Mrs. Bessie Lee Cowie, 86, one of demon rum's most persistent foes. Tears came to Mrs. Cowie's eyes as she said, "Again and again girls have told me that their fall began with a glass of wine."

The barroom customers, however, appeared to have the attitude of Finley Peter Dunne's Mr. Hennessy, who once remarked to the more famous Mr. Dooley, "Th' man who dhrinks modhrately ought to be allowed to have what he wants." Dooley's reply was, "What is his name? What novel is he in?"



PEACEFUL PERSUASION is endorsed by a woman who sits down at the bar with a drinker and tries with little apparent success to get him to sign a nondrinking pledge.

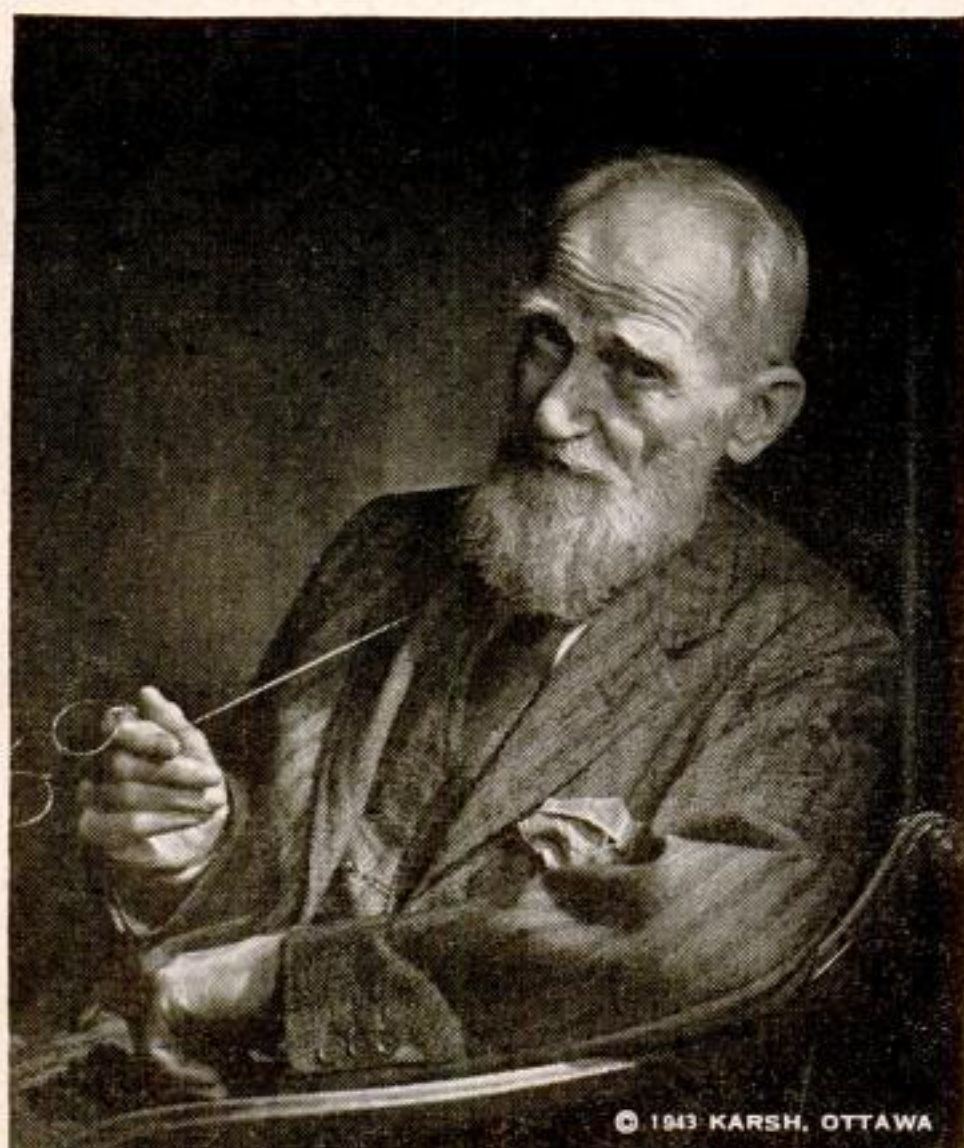


A BARKEEPER gets a W.C.T.U. tract and is urged to change jobs. Bar proprietors are told if they are violating any of the state liquor laws, which the ladies have studied.



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ELWELL'S PAINTING SHOWS RUBENS (LEFT, STANDING), REYNOLDS (IN WHITE WIG), REMBRANDT (NEXT TO REYNOLDS) AND SAINT SUSPICIOUSLY RESEMBLING SHAW



© 1943 KARSH, OTTAWA

GEORGE BERNARD SHAW enjoyed the incident hugely. "Mind you," he told a reporter, "I don't say it's wrong to depict me in heaven. Why shouldn't I be there?"

ST. PETER AND "ST. BERNARD"

An apostle resembling atheist Shaw pops up in Royal Academy

The people who go to the Royal Academy of Arts in London padded decorously up and down the galleries studying the paintings last week. They looked calmly at a canvas by Mr. Fred Elwell. It was entitled *I Dreamt St. Peter Sat for His Portrait*. They turned away from it, stopped, blinked and looked again.

The painting had a dreamy quality, all right. It looked like a heaven set aside for great painters. Rubens was there. So was Rembrandt. And so was good old Sir Joshua Reynolds. But somewhat more startling was the man posing for St. Peter's portrait. There, in painters' heaven, sat not St. Peter but a man who was still very much of this earth, and an atheist at that: George Bernard Shaw.

What followed was far from heavenly for the

publicity-hating Royal Academy of Arts. Before they could do anything about it, the whole mess got to the newspapers. Reporters busily set about making something out of it. They interviewed Artist Elwell, who was more obliging about the matter of publicity. No, it was not Shaw, he said. "I have never seen Shaw, so it must have been some subconscious business at work." He added, "After all, anybody with a beard may look a bit like Shaw."

George Bernard Shaw did not exactly agree with this assumption. "I must admit it's a pretty good likeness of me," he commented. But Britain's great literary figure could not let the matter rest there. The 91-year-old man who hates to be called George thought for a moment and then said, "Of course, I might become a second St. Bernard. . . ."

"BACK AGAIN..."

ALL 21 CAMPBELL'S SOUPS!"



YOUR CHECK LIST: 21 KINDS TO CHOOSE FROM

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- ☐ BEAN with BACON
- ☐ BEEF
- ☐ BEEF NOODLE
- ☐ BLACK BEAN
- ☐ BOUILLON
- ☐ CHICKEN
- ☐ CHICKEN GUMBO
- ☐ CHICKEN NOODLE
- ☐ CLAM CHOWDER
- ☐ CONSOMMÉ
- ☐ MUSHROOM (Cream of)
- ☐ OX TAIL
- ☐ GREEN PEA
- ☐ PEPPER POT
- ☐ SCOTCH BROTH
- ☐ SPINACH (Cream of)
- ☐ TOMATO
- ☐ VEGETABLE
- ☐ VEGETARIAN VEGETABLE
- ☐ VEGETABLE-BEEF



Seldom have you heard such news
From Campbell's Soups as this is:
ALL 21 are yours to choose—
So step up, Miss and Mrs.!

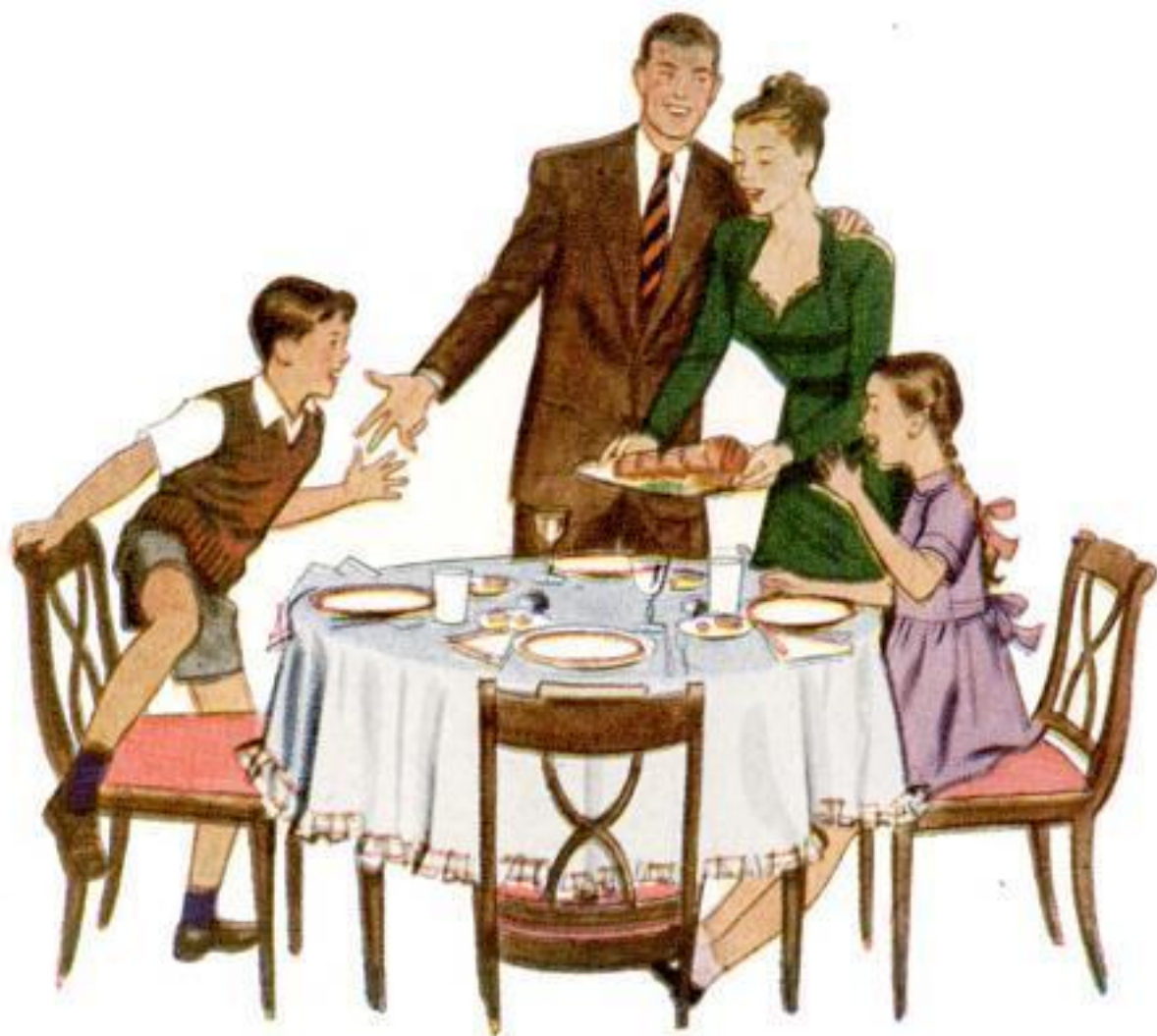
At your Grocer's—At your Fingertips

Now that both you and your grocer are enjoying the change-over from "Sorry, we're all out!" to "Yes, ma'am, how many?"—you'll be happy to hear some further good news: *All 21 Kinds of Campbell's Soups are back again!* You can now buy them all . . . all you want of each. After five years of shortages and scarcities you'll welcome this wide range of choice. You'll find Campbell's Soups a grand way to lend tempting variety to your meals—to enjoy the flavor and nourishment of good meats and fine vegetables in soups made according to time-tried recipes. So run your eye down the list on this page. Check your family favorites and stock up at your grocer's. And, oh yes . . . go adventuring, too! Try some Campbell's Soups you've never served before. You'll be glad you did!

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL

Look at all this good eating in Armour Star Meats!



Treet Aloha—Work the magic of the Islands on Treet, Armour's blend of tender pork shoulder and sugar-cured ham—and watch the family eat! Decked out in pineapple and orange slices—glazed with pineapple juice ($\frac{1}{4}$ cup) and brown sugar ($\frac{1}{2}$ cup)—spicy with cloves—serve it, hot as the Tropics, after baking 30 minutes in 325° F. oven.

The best-lookin'



Chili and Chilly Relishes—Go South of the Border for dinner the next cool night—but don't go to any trouble doing it! Just heat up Armour Star Chili Con Carne. Each tin fills two big bowls—with selected red pinto beans and lean, chopped boneless beef, adrift in sauce that's spicy as a rumba. Serve chilled carrots and crunchy celery curls.



Vienna Sausage Casserole—Crown your next corn casserole with new importance—and a dozen spicy Armour Star Vienna Sausages! These little skinless frankfurters—all beef and pork—change a side-dish into your main dish. Use any scalloped corn recipe—then add sausage ring for the last 10 minutes of baking time in a 400° F. oven.



"Devils-on-Toast"—The party's on in no time—when Armour Star meat spreads are on hand. No mixing and so little fixing—just cut toast and spread! Decorate Deviled Ham with hard-cooked egg white, deviled yolk—tangy Deviled Tongue with cream cheese and horseradish—the rich Liver Spread with perky parsley. Leave the rest to the guests!



Corned Beef Hash Diablo—Here's the dish that proves hash has glamour—and a "fresh-cooked" flavor all its own, too. It's the new Armour Star Corned Beef Hash. Bake the contents of 2 tins 20 minutes in 325° F. oven, add deviled egg halves and bake 10 minutes longer—then relax and let the men in your life tell you what a good cook you are!

cookin' in town!

It isn't done with mirrors or magic but—easier still—with Armour Star ready-cooked meats!



Chopped Ham Plate—Your meat course for this cool-looking supper is all ready—just slice Armour Star Chopped Ham and garnish it with a bit of Spring! It's all ham—it's *whole ham*, chopped, sugar-cured and vacuum-cooked in its own natural juices. Fill peach halves with cream cheese and salad dressing, add strawberries and watercress.

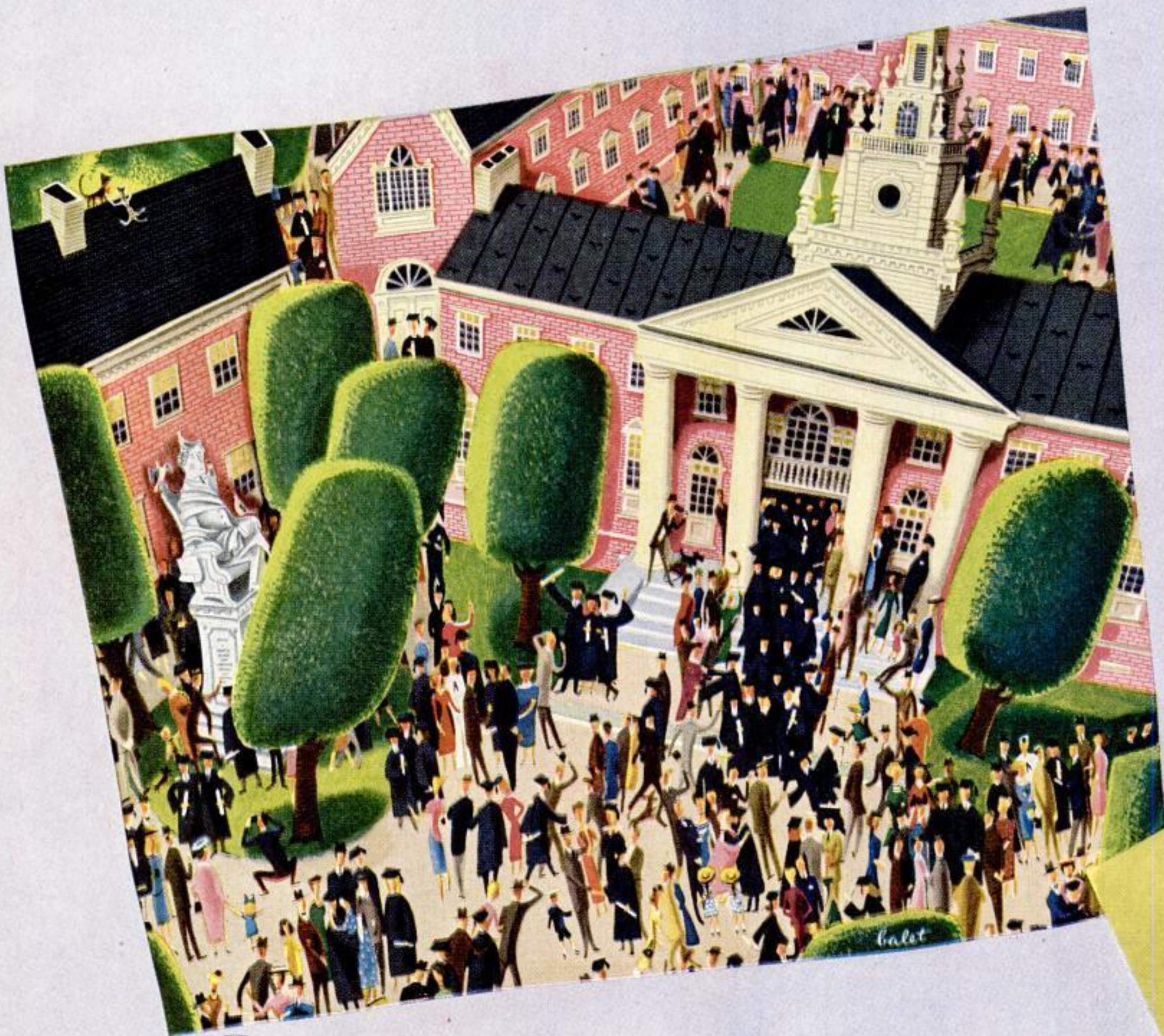
Dream-dinners like these almost make themselves—when you choose Armour Star meats that are practically ready to serve. And how the family loves 'em! They're fix-easy meals—and so easy on the meat budget! You could serve an Armour Star quick-ready dinner every night for weeks and never repeat your menu once! Have a dozen different Armour Star canned meats handy on your pantry shelves—serve one of them a new and different way tonight!

On these pages you see just a few of the countless ways to serve these meats. For other new and interesting Canned Meats recipes, write Marie Gifford, Dept. 70, P. O. Box 2053, Chicago 9, Ill.



You'll want these in your pantry, too!

The best and nothing but the best is labeled **ARMOUR** ★



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The JOY, \$7.95

The
shoe
with the
beautiful
fit*

7⁹⁵ to 9⁹⁵

The quality you have been reaching for at a price within your reach. Naturalizer Division, Brown Shoe Company, St. Louis.

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* looks good from any angle
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JOHN DAVIS' MEMORIAL IS CLUTTERED WITH CARRARA MARBLE STATUES, PILLARS, BLOCKS AND URNS WITH THE INSCRIPTION, "KINDLY KEEP OFF THE MEMORIAL"

FARMER'S MEMORIAL

In Hiawatha, Kan. John Davis goes to rest in the strange tomb that made him "The most hated man in town"

On April 26 an old man died in the county home, in Hiawatha, Kan. His name was John Davis and he was 92, nearly blind and a little foolish. Once he said, "I'm the most hated man in the United States." This was incorrect. Actually he was only the most hated man in Hiawatha (pop. 3,238). Even this was mitigated by the fact that the local tombstone salesman was his friend (p. 48).

All his life John Davis had wanted to do something great. He had the appearance of greatness: large stature, harshly cut mouth and nose, a big beard that made him look like a wrathful prophet. But the events of his life were picayune. In 1880 he married a girl named Sarah Hart. She was wealthy, but her father disinherited her. In 1898 John Davis was involved in a fire, but the outcome was merely ludicrous. His beard was burned off. Ten years later he was maimed, but not heroically—he scratched a finger on a thorn, infection developed and his left hand had to be amputated. In 1930, after 50 years of childless marriage, his wife died. Then John Davis suddenly began to see greatness loom. He ordered a big memorial for Sarah. He bought a massive gravestone for her, another for himself, which he covered

with a granite canopy as thick as a bomb shelter. He had two statues made of Carrara marble in Italy, showing Mr. and Mrs. John Davis as they had appeared after 18 years of marriage. These looked pretty good so he ordered more (LIFE, March 15, 1937). Meanwhile the townsfolk, who had not dreamed the old farmer was so rich, commenced to grumble. They said it would be better if he spent

his money on civic improvements. His relatives complained a little too. But old John only snorted. He went on buying statues until he had 11 of them. Finally he had used up all his money, perhaps only \$100,000, perhaps half a million. Nobody knew, least of all his frustrated relatives. Old John, dead broke, went to the poorhouse. Then death came and he was laid out in Meek's Funeral Home, his beard nicely combed and the look of a prophet still on his face. In the cemetery on April 27 a crew of men rolled away the great stone over his waiting grave. A minister said, "Everyone is misunderstood, we all have our peculiarities." The people of Hiawatha heard this and grimaced sourly. But one of the children at the funeral looked at the fantastic tomb and softly whispered to another, "Gee, he must have been a great man."



AT FUNERAL SERVICES for John Davis, the Rev. P. S. Barrow stands by casket. He said, "After all, man is accountable only to God."

Sitting Pretty!



Blackie:

"Shouldn't we get off this chair, Whitey—it's the best in the house?"

Whitey:

"So is BLACK & WHITE—that's why people always give us the seat of honor, Blackie."



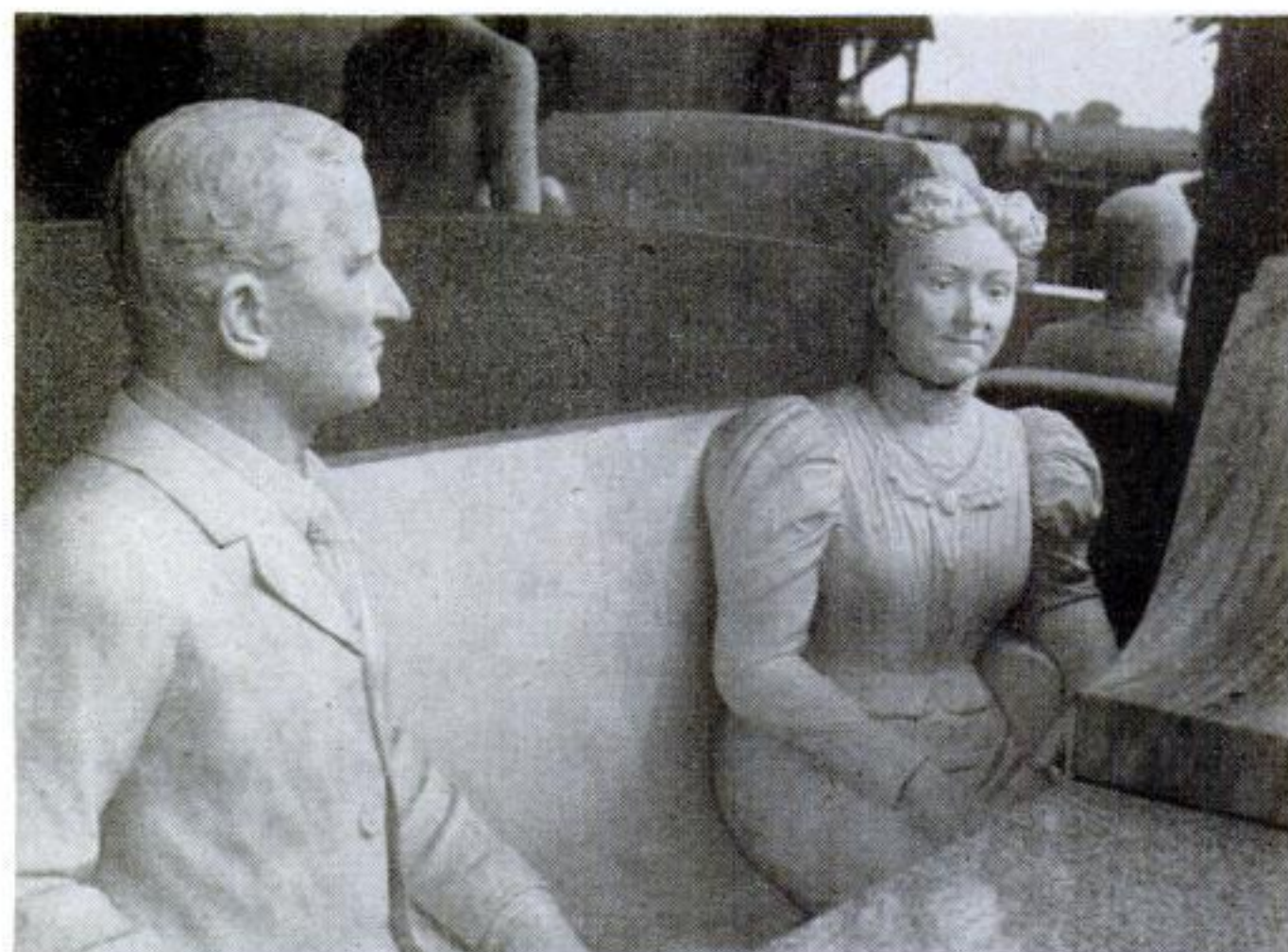
"BLACK & WHITE"

*The Scotch
with Character*

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

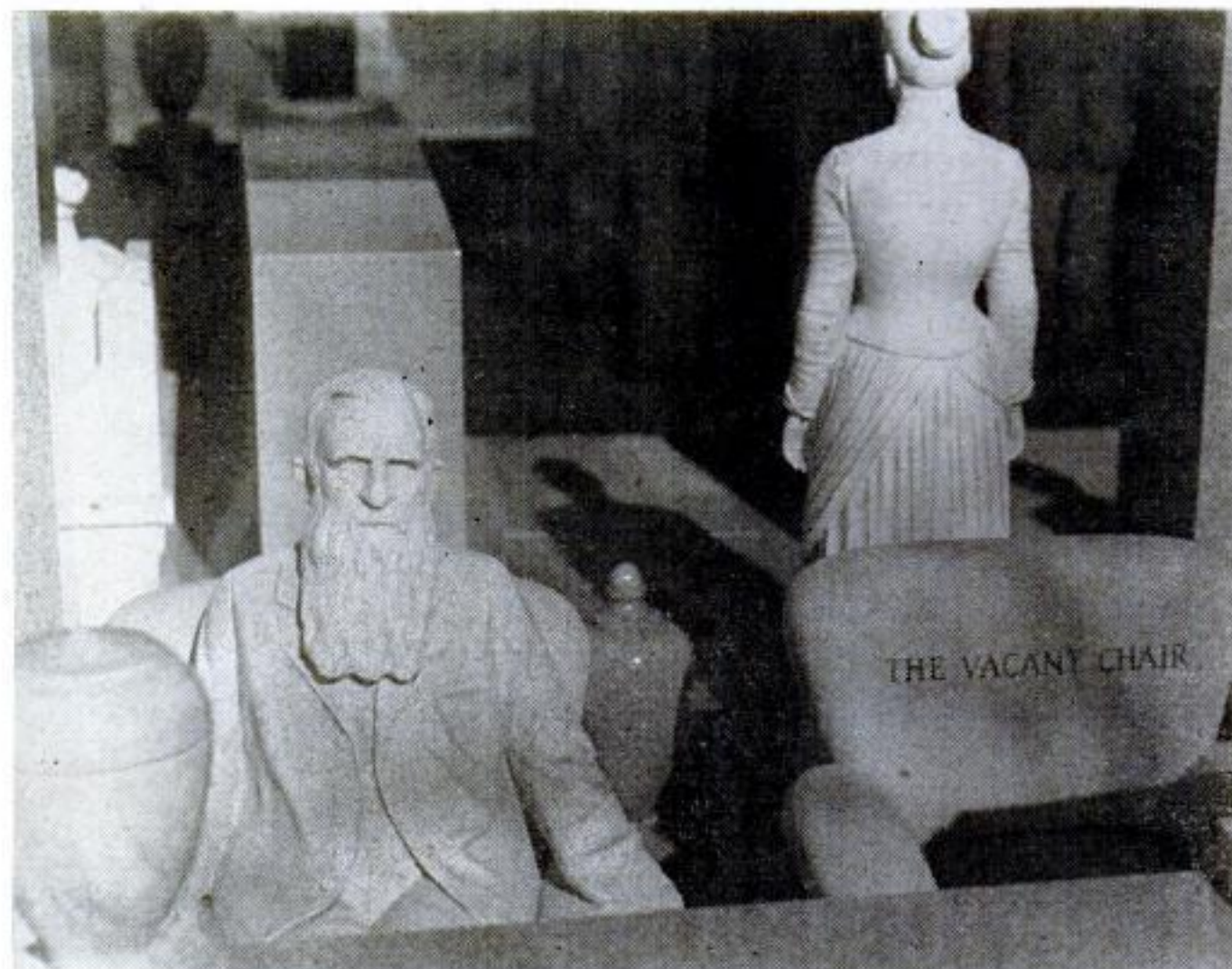
Farmer's Memorial CONTINUED



AS A MIDDLE-AGED COUPLE, the statues show John and Sarah were very prim. Beardless statue records the fact that John lost whiskers in a fire.



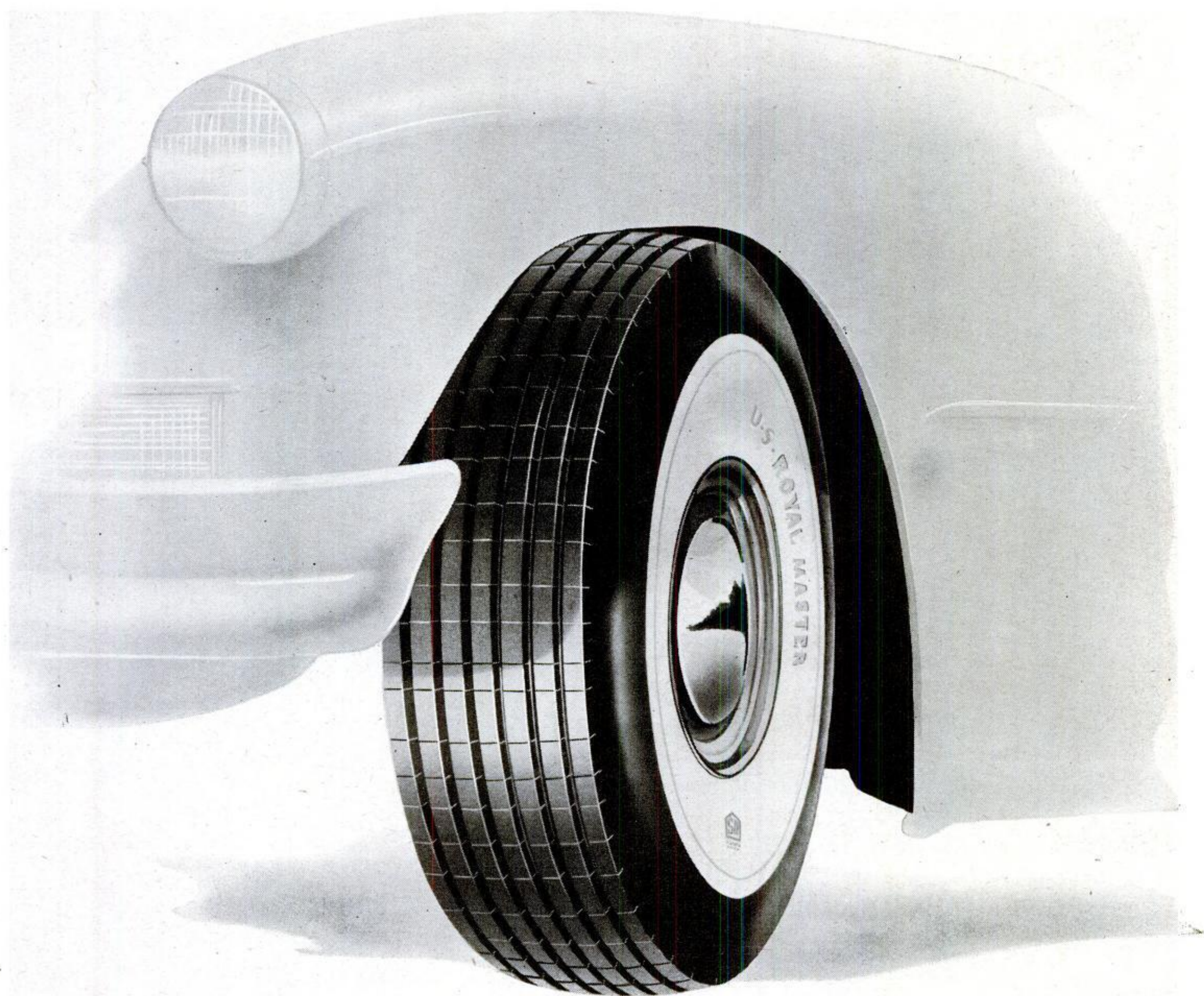
AFTER MANY YEARS Sarah is dead and as an angel places wreath on her husband's grave. Statue of John, now minus one hand, does the same for her.



ALL ALONE after Sarah's death, John sits beside an empty chair. This was in memory of happy hours they spent on the front porch when she was alive.

CONTINUED ON PAGE 48

S E R V I N G T H R O U G H S C I E N C E



The tire you've missed the most is here again!



U. S. ROYAL MASTER

With its famous all natural rubber de-skidded tread and its record-breaking anti-skid mileage

U N I T E D S T A T E S R U B B E R C O M P A N Y

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**"Women have been shot
for that!"**



MR.: Hey, just what are you up to? Grabbing one of my two remaining Arrow shirts for your own, my dear?

MRS.: Well, it looked so nice on you I thought I—

MR.: You did, eh? You thought I wouldn't mind losing that handsome Arrow Collar...that special Mitoga figure cut...that—

MRS.: Look, Bill! Let's not get silly! You've got three or four shirts as it is, and—

MR.: Yes, Fond Wife! But only two Arrows! Arrows with that magic San-

forized label, meaning: No Shrinkage Over 1%—If That. Well, my answer is: "Leave 'em alone!"

MRS.: Listen—you big clown! I don't want your precious Arrow shirt. I wanted it for Eddie, your own son. He's going to some big party tonight, and there's a girl, and the poor kid remembered how you bawled him out for swiping a shirt from you before the war. So I—



MR.: Aw, don't cry, honey. Why didn't you SAY so? Take it. Women are so doggone devious, doggone 'em. Handkerchief? Cluett, Peabody & Co., Inc.

ARROW SHIRTS

\$325 • \$375 • \$395 • \$475

Farmer's Memorial CONTINUED



WHEN HE WAS ALIVE, DAVIS WATCHED CROWDS STARING AT MEMORIAL

TOMBSTONE SALESMAN WAS HIS FRIEND

In his long and taciturn life John Davis had one friend. This was Horace England, the tombstone salesman (below, left). Horace wore green-striped suits, liked to play pocket billiards and crack jokes, but he was an understanding man.

In 1931 Horace sold John the first of the memorial statues, and John liked them so much he gave Horace two fine farms. Horace loved art and was sympathetic when John went to the cemetery each week to look at the memorial and the people who flocked to see it (above). When the children of the town began to sit on the stone laps of the statues, Horace understood why John wanted him to build a 4-foot marble wall around the memorial. It was at about this time John gave Horace the deed to his house.

Horace was a very helpful man. He arranged for John to have the statues made of Italian marble because, as John himself said later, "In America I'd have had to use granite, and granite's too coarse for a lady's features." And through the years, as John kept getting new ideas for more impressive additions to the statuary, Horace faithfully carried out each scheme.

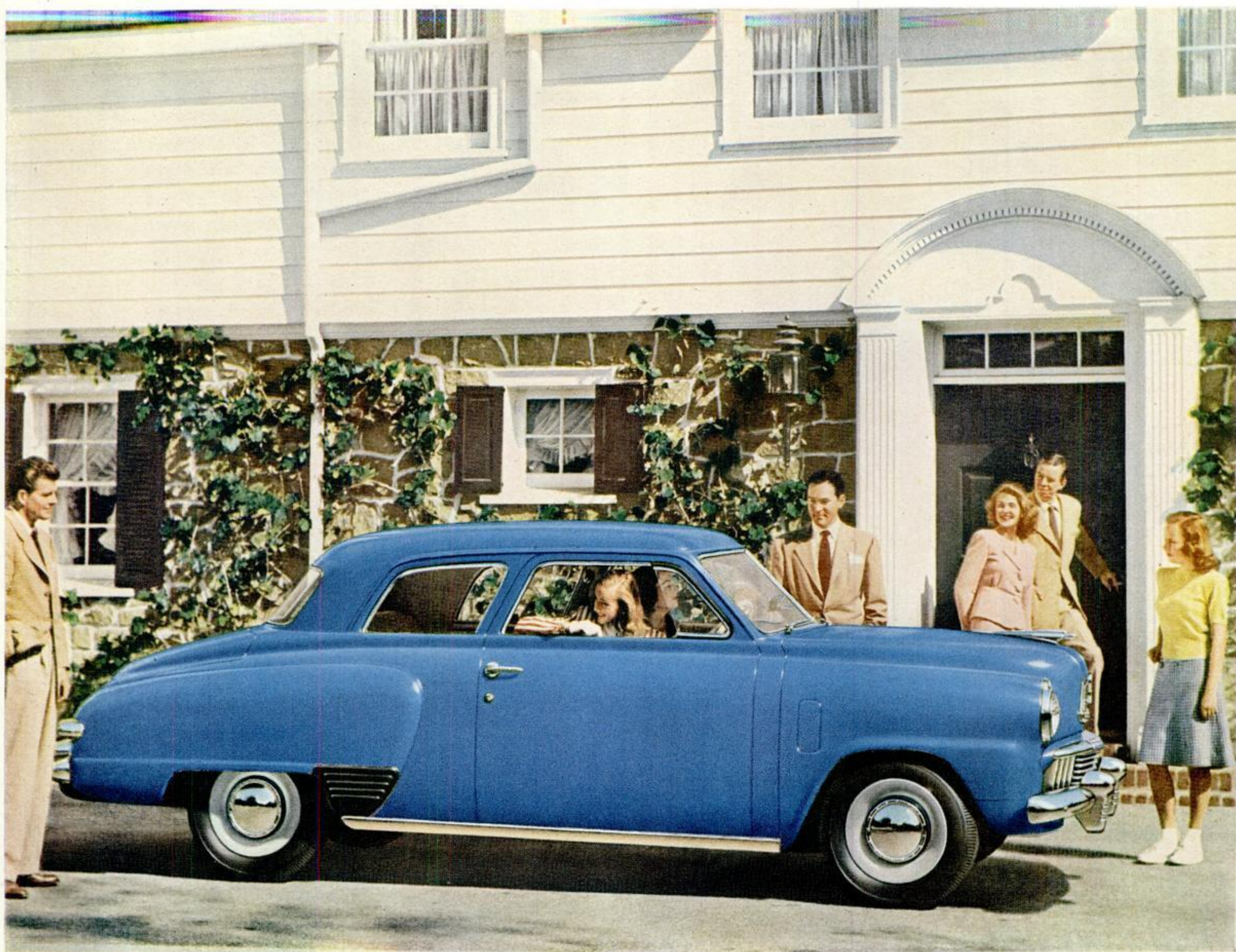
Once, when John thought the protecting wall looked bare, Horace agreed and adorned it with marble blocks and urns. This probably cost John a little money too, because once John had a lot of stocks and bonds, and these were gone when he died, although his relatives (below, right) got not a penny. The relatives seemed to have hard feelings toward John, but Horace was his friend to the end. Even after the funeral he stood by looking down at John's grave with a real sense of loss.



TOMBSTONE SALESMAN Horace England (right) wore sedate suit but loud tie and snappy hat at the funeral.



RELATIVES, Nieces Caroline and Woodford Cockrill, were tight-lipped when they appeared at the funeral.



Actual color photograph of 1947 Studebaker Champion Regal De Luxe 2-door sedan

A thrilling eyeful at anyone's doorway... this excitingly different postwar Studebaker



Studebaker's new safety brakes automatically adjust themselves! No-glare "black light" illuminates the dash dials! These are just two Studebaker originations that delight and protect owners of these far-advanced postwar cars. Studebaker's marvelous 1947-type automatic overdrive for extra gas saving is available in all models at added cost.

GO CALLING in a distinctive new 1947 Studebaker and you certainly bring along a timely subject for conversation.

For months now, just the mention of this strikingly original postwar automobile has been sparking plenty of friendly talk.

Script writers for the big-time radio shows—and cartoonists, too—have been quick to capitalize on the public's interest in the far-advanced Studebaker contours.

All this attention quite naturally thrills the envied motorists who are proudly driving new postwar Studebakers. They are delighted that Studebaker designed these revolutionary cars so daringly.

Yet, they frankly say that this breathtaking Studebaker styling only begins to

suggest the completely gratifying new kind of motoring they enjoy.

You realize this more and more, with every mile you click off traveling in a new 1947 Studebaker. You never dreamed a car could ride as comfortably, handle as easily, perform as brilliantly as this.

You're sensibly forehanded, that's sure, if you've decided on a completely new, thoroughly postwar 1947 Studebaker as your next car. A little waiting will certainly prove very much worth while.

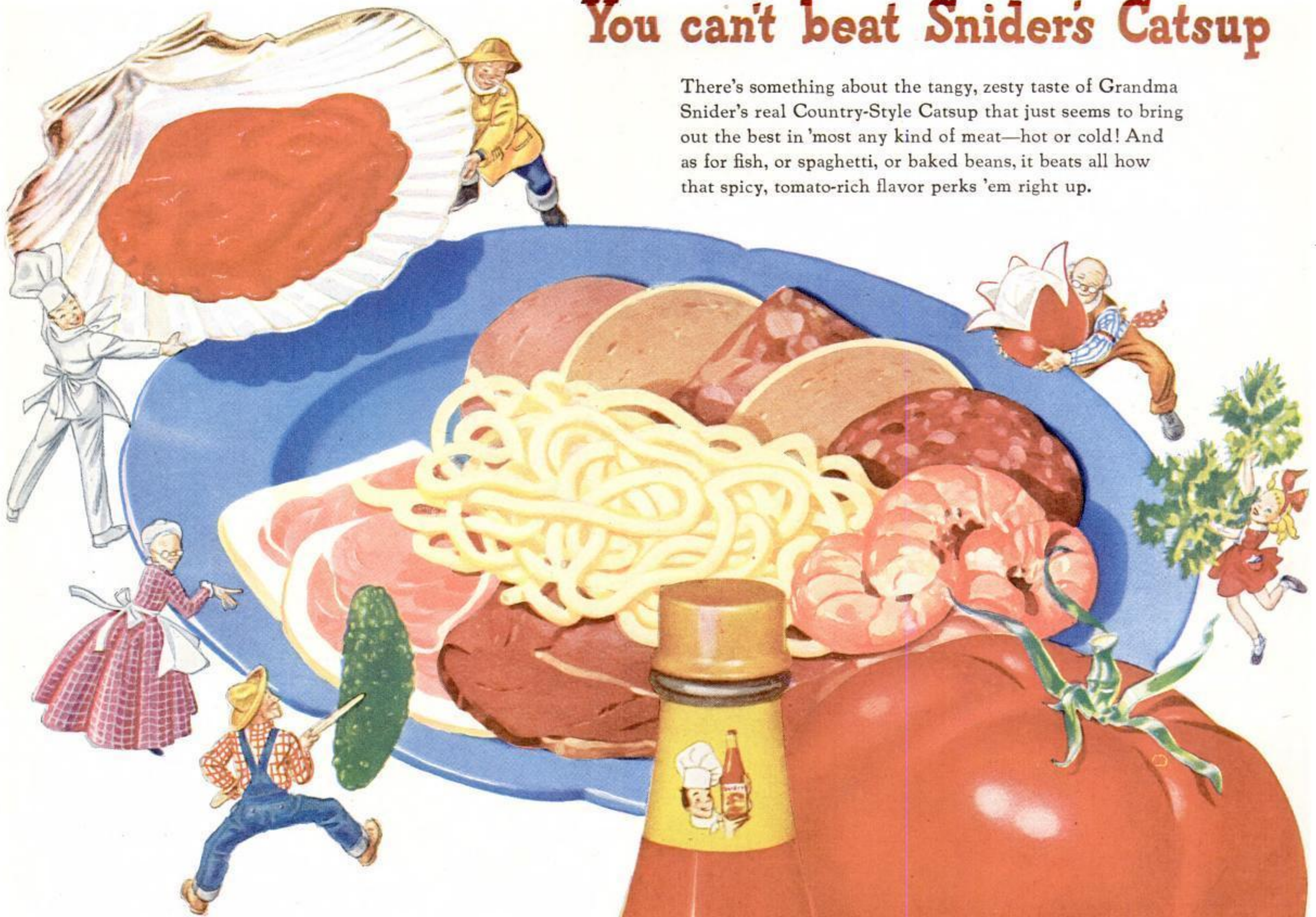
STUDEBAKER

*First by far with a
postwar car*

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You can't beat Snider's Catsup

There's something about the tangy, zesty taste of Grandma Snider's real Country-Style Catsup that just seems to bring out the best in 'most any kind of meat—hot or cold! And as for fish, or spaghetti, or baked beans, it beats all how that spicy, tomato-rich flavor perks 'em right up.



made country style with Super Tomatoes...

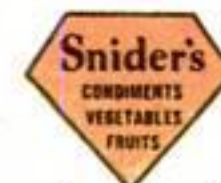
Of course Farmer Snider's Super Tomatoes make Snider's Catsup a special treat. You don't get that satin-smooth, ripe red look—or that temptin' flavor from anything but big, ripe, red, juicy tomatoes. Cooked and spiced just so, Grandma's country-kitchen way—not too sweet, not too tart—that's SUPER catsup!

to add zip to almost any meal!

It's so different from other catsups that it's no wonder it finally outgrew Grandma Snider's kitchen. But it's never outgrown that country flavor. Don't run short of Snider's Country-Style Catsup...always have a bottle handy!

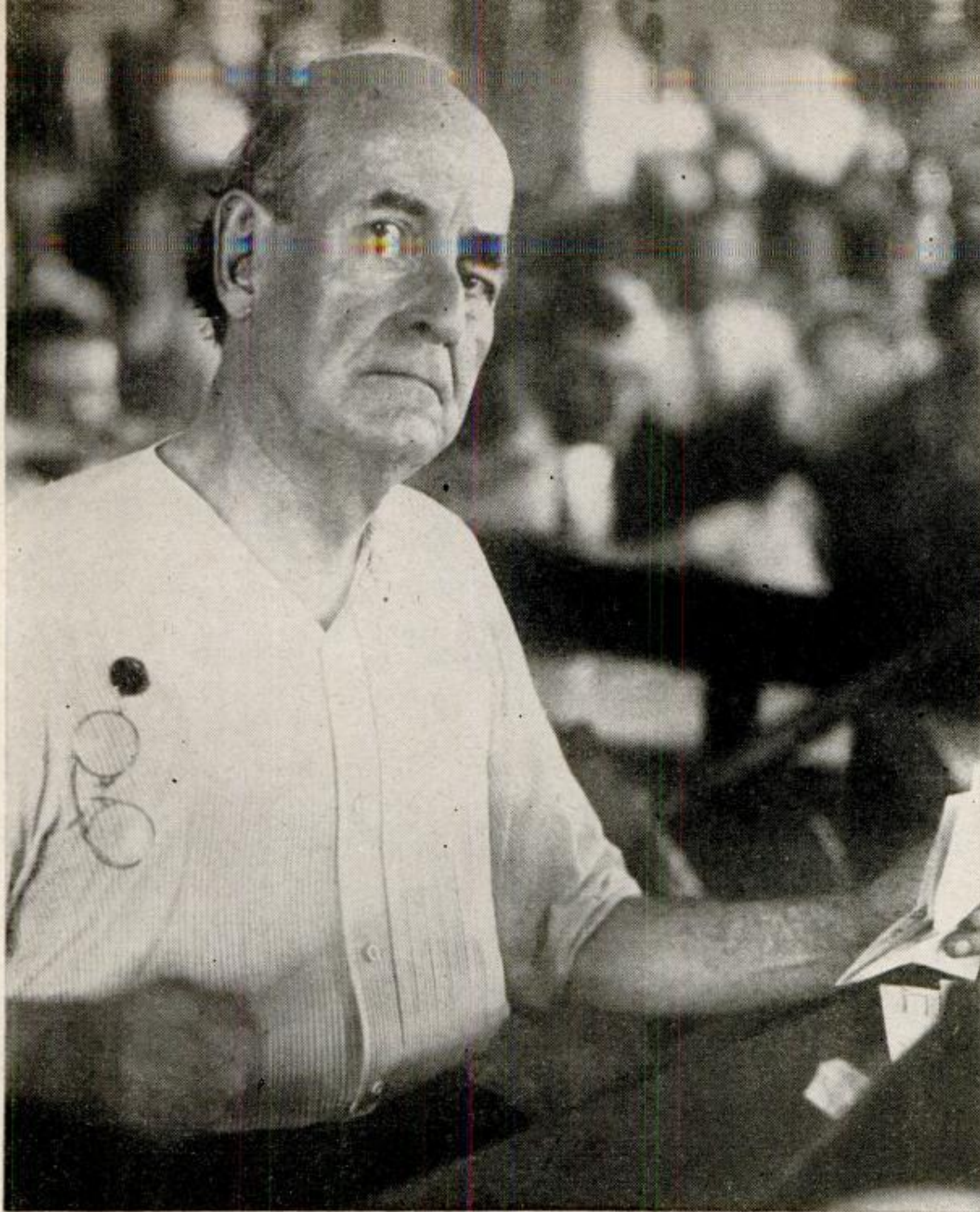


Besides Snider's Catsup...there's a whole line of delicious Snider's vegetables and fruits in can and jar... and there's Snider's Chili Sauce, the real Old Fashioned kind...Snider's Cocktail Sauce, so spicy and tangy... with that *Special Snider Flavor*



...If the Snider Folks put it up — it tastes like home

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IN DAYTON IN 1925 WILLIAM JENNINGS BRYAN GLARES FROSTILY AT CAMERA. IN RE-ENACTMENT MELVIN GERSENY (RIGHT) ALLEGHENY JUNIOR, COPIES POSE

MONKEY TRIAL

Famous argument about evolution
is restaged by college students

The ghosts of one of the hottest debates ever heard in America walked again last fortnight in Meadville, Pa. There, students of Allegheny College re-enacted the Scopes "monkey trial" which, in 1925, brought William Jennings Bryan and Clarence Darrow to Dayton, Tenn. to argue the supposition that man descended from monkeys. For their public-speaking course Allegheny students dressed up as the silver-voiced Fundamentalist Bryan (*above*), the great courtroom lawyer Darrow (*be-*

low) and the other principals in the trial, recited the words that were said in the Dayton courtroom 22 years ago.

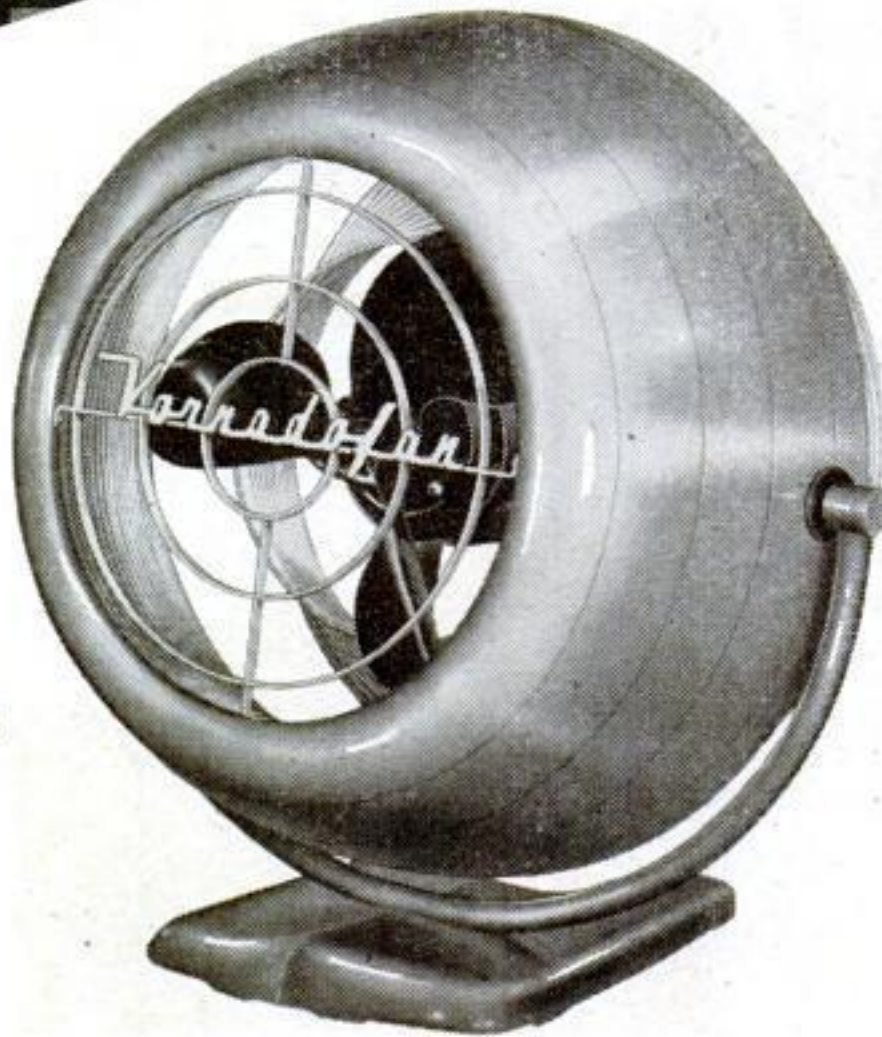
The defendant in the original trial was John Thomas Scopes, a schoolteacher who had violated a law forbidding the teaching of evolution. Bryan, three-time Democratic presidential candidate who thought that the Bible should be interpreted literally, helped the prosecution. Darrow helped the defense. Scopes was found guilty and fined \$100.

CLARENCE DARROW'S GLOWERING IN 1925 TRIAL IS MIMICKED BY FRANK FITCH (RIGHT) IN ROLE OF LAWYER. DARROW WAS ONCE STUDENT AT ALLEGHENY



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This is it!



*For the finest
in Air Circulation*

To behold in operation — with its smooth murmurless currents of fresh air swirling 'round you — this is a thrill you'll relive again and again as you use a Vornado fan. Draftless, gentle billows, powerfully driven by a new principle in air circulation, cool as they refresh as they soothe. You simply must see it all in a demonstration to understand how and why. Ask your dealer and he'll be as thrilled to show you as you will be to see.

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1 Compressed air is thrust through cones in greater volume.



2 High-pitched propeller blade "bites" off and circulates more air.



3 Air is put into a spiraling motion that bores through space.



4 Mounted in rubber, motor is noiseless, chatter is eliminated.



5 A special, patented cone construction absorbs air noises.



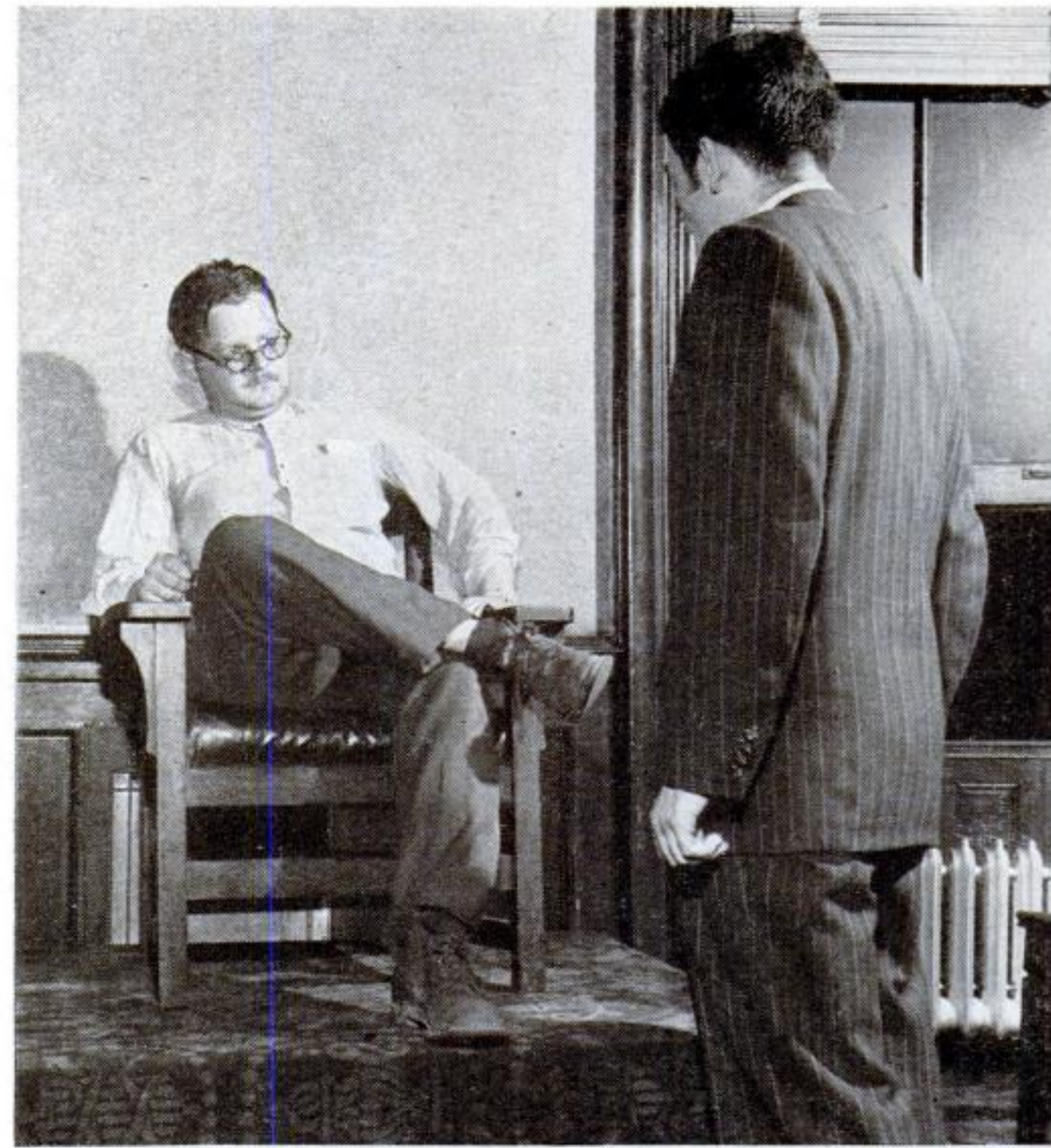
6 All moving parts are enclosed for safety and silence.



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World's Finest Air Circulators



Monkey Trial CONTINUED



FIRST JUROR, Jim Riley (*left*), played by Dick Dearing, Allegheny freshman, is questioned by Attorney General Stewart, played by Jacques Van Vlack. Riley was accepted by Darrow after admitting that he could not read or write.



DARROW CROSS-EXAMINES BRYAN and, in trial's most dramatic moment, the Great Commoner breaks down. Bryan defended the Scriptures as literal statements of fact. Darrow: "The Bible says that every living thing that



SCHOOLBOY WITNESS (Pat Hughes) testifies he was taught evolution. Then he told Darrow there was nothing in his book that said men came from monkeys, and that he didn't think knowledge of evolution had hurt him any.



was not taken on the ark with Noah was drowned in the flood. Do you believe that, Mr. Bryan?" Bryan: "Yes, I do!" Darrow: "Including the fishes that were left behind, Mr. Bryan?" A few days after trial Bryan died of heart failure.

CONTINUED ON NEXT PAGE

FRESH AS A  **FIT AS A** 

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You feel fresh...and look fresh...when you wake up rested and relaxed. Enjoy that supremely soothing SEALY feeling.

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Your dealer now offers both of these fine mattresses. Choose either for truly refreshing sleeping comfort.

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Sleeping on a Sealy is like sleeping on a cloud

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...magic word in junior sportswear

*Reg. U. S. Pat. Off.



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Petti's candid twosome with photo-finish peplum in the back! neat neckline, convertible of course, shiny gold buttons and a gored easy-to-press skirt. chocolate, evergreen or sky blue Martine broadcloth by Avondale. junior sizes 9-15. about \$15.



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At better stores everywhere or write Petti, Milwaukee 7, Wis.

Monkey Trial CONTINUED



FUNDAMENTALISTS IN DAYTON STREETS SOLD BRYAN'S RELIGIOUS BOOKS

TRIAL BROUGHT SECTS, SIDESHOWS AND A SICK CHIMPANZEE TO DAYTON



SCOPES AT THE TIME OF THE TRIAL

The whole thing started in Robinson's drugstore on Dayton's sleepy Main Street. One May afternoon John Thomas Scopes (left), 24-year-old teacher of biology in the Dayton high school, and his friend, George Rappelyea, sat at the counter talking about the anti-evolution law passed that spring. Scopes said that he was still using a textbook which explained the theory of evolution and which had not been recalled by the board of education. They decided to test the law. Rappelyea had Scopes arrested. The whole country promptly became excited over evolution and Dayton suddenly swarmed

with strange characters. Bryan was welcomed with parades and feted nightly. But Darrow had trouble finding enough to eat. The Fundamentalists papered the town with posters saying "Read Your Bible Daily." Quack medicine men and members of weird religious sects shouted pitch talks on street corners. One enterprising showman imported a sickly chimpanzee but was soon run out of town. Twenty-two telegraph operators sent daily dispatches for almost 200 newspaper correspondents who came from all over the U.S. as well as England and Canada. The judge had to move court outdoors to accommodate the crowds.

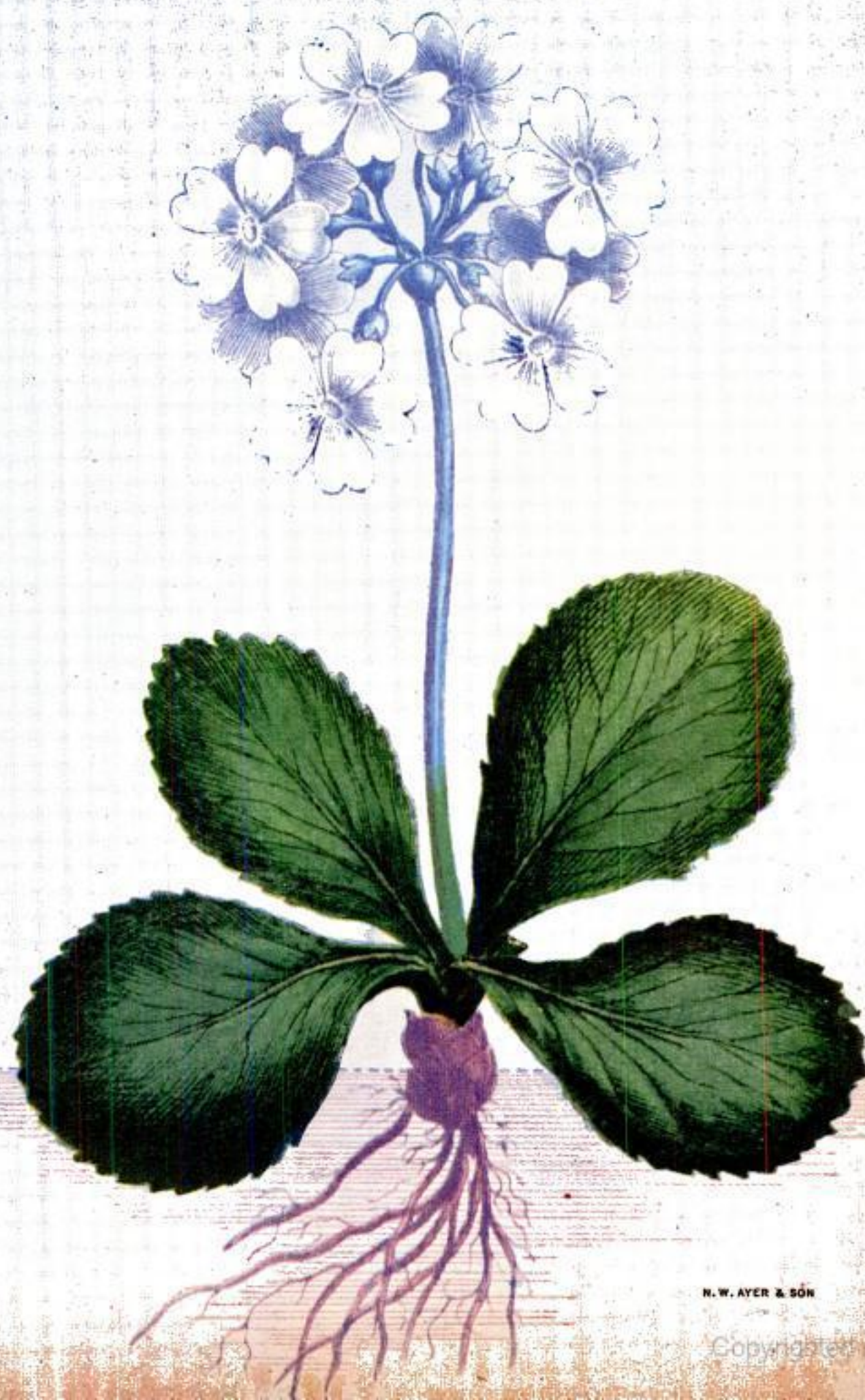
Everywhere that Bryan went, the crowds followed. They loved his resounding voice and his wonderful words, cheered his remark "I am more interested in the Rock of Ages than the age of rocks." They were shocked at Darrow's premise that the Bible was not, after all, the last word in scientific knowledge. But after his final cross-questioning of Bryan, they cheered Darrow in the streets. He was justified when the Tennessee Supreme Court reversed the Dayton court's decision, dismissed the case. Darrow died in 1938; Scopes is now a geologist in Louisiana and the anti-evolution law is still on the books in Tennessee.



JURY AND SPECTATORS SAT FANNING THEMSELVES IN CROWDED COURT

One laughing flower from all of
earth's bright band springs from
its roots to call out as she passes
... in joy for her new love. Some day
the diamond on her finger will thus
outshine all others, radiant
with the gladness that this love
has brought. Her engagement
ring-stone should be chosen, then,
with greatest care. It need not be
of many carats, for color, clarity and
cutting will contribute also to
its beauty and value. Be sure to seek
a trusted jeweler's advice.

De Beers Consolidated Mines, Ltd.,
and Associated Companies.



One-quarter Carat \$105 to \$250

One-half Carat \$250 to \$550

One Carat \$560 to \$1170

Two Carats from \$1500 to \$3300

The prices above for unmounted quality stones were averaged from
a great many stores in January, 1947. Add 20% Federal tax.



Look at ALASKA in color...

Fly there this summer by Clipper! 



1 "You know what the temperature was when Jack and I stepped out of the Clipper at Fairbanks? 76 degrees . . . And there are more hours of summer sunshine in Alaska, we quickly found out, than there are anywhere in the United States. What a land for a vacation!"



4 "Maybe you're like me—want to leave hunting to the men. Well, there's plenty else to do in Alaska. Before the Clippers linked every major city in this great Territory with regular, year-round service to Seattle, dog teams were Alaska's *only* year-round transport. You still see huskies being trained to draw sleds. These dogs are a common sight in Alaska . . . And their descendants grow cuter every year!"



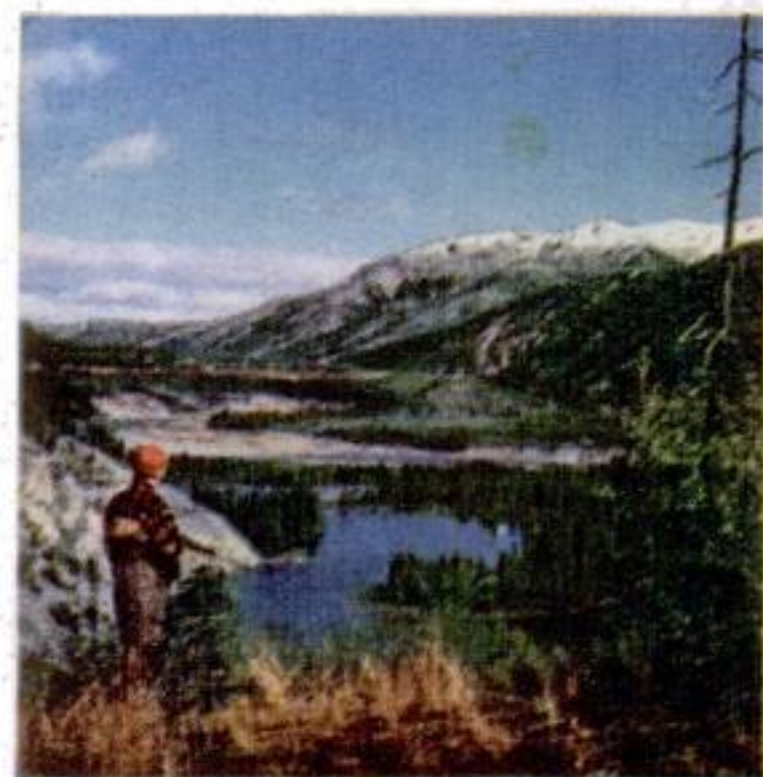
7 "Gold! Real gold! With friendly sourdoughs to help me, I tried the oldest kind of gold mining . . . I actually panned about two dollars' worth in an hour . . . And, for contrast—



8 "... we dined and danced by candlelight at fashionable Moose Creek Lodge . . . Wine and all the fixin's. Believe me, Alaska by Clipper is a vacation you'll remember all your life!"



2 "Civilization? Alaska has plenty of it! Here's the main street of the city of Fairbanks. That's a movie theatre at the right and Pan American's ticket office is in the first building at the left."



3 "You have to have color film to do justice to Alaska! Here's a shot I took of Jack looking over the most gorgeous hunting country in the world . . . Yet this 'wilderness' is easy to get to."



5 "Want to go fishing? Well, it's easy in Alaska. 20 minutes by float plane puts you down on a lake where salmon and trout rise to your first cast."



6 "Want to bring home something unusual? Jack snapped me in a parka while an old Indian woman was showing me beautiful, hand-sewn moccasins."



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Guest

Flying Clippers take off daily from Seattle for the major cities in Alaska. Schedules are frequent, flying times surprisingly short (Seattle to Fairbanks is only 12 hours). For rates and reservations, not only to Alaska, but also to the West Indies, Latin America, Europe, Africa, the Near East, Hawaii, Australia, New Zealand or the Orient, see your Travel Agent—or the nearest Pan American office.

PAN AMERICAN WORLD AIRWAYS

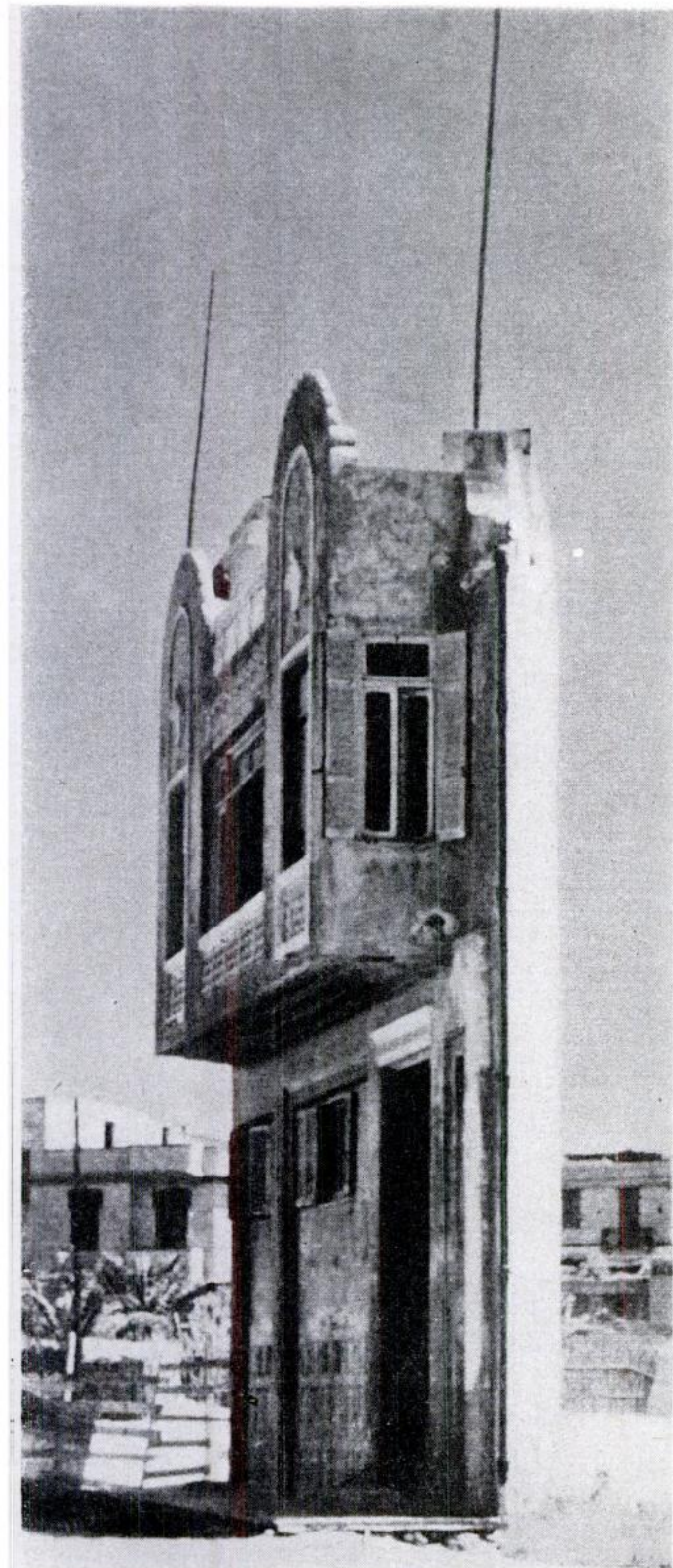


The System of the Flying Clippers

WORLD'S MOST EXPERIENCED AIRLINE

EGYPT'S PROBLEM HOUSE

Amin Abu Yussef, a rich businessman in Alexandria, Egypt, once owned a fine stretch of land bordering the Mediterranean. But before he could build a summer villa on it he ran into troubles. First the local government took away all but a thin strip. Then Amin Effendi discovered that none of his neighbors would sell him any of their land. They claimed that a house there would cut off their water view. Unabashed, Amin Effendi built this thin summer villa anyway. He lives in it alone.



SEASIDE VILLA is barely wide enough for stairs. Above them is corridor-like flat with two rooms, kitchen, bath. Apartment measures 600 square feet.

Muchas Gracias!

Many thanks for the nice things being said about this mountain-distilled rum!



"Mountain flavor"—that's what wins the *vivas* for Merito, the better rum distilled high in the mountains of Puerto Rico! Delighted people everywhere applaud its superior taste, smoothness and mixing qualities. Remember—the better the rum, the better the drink. Better ask for Ron Merito!



Send for free Ron Merito Recipe Booklet



Ron
MERITO

THE PUERTO RICAN MOUNTAIN RUM

AVAILABLE IN BOTH GOLD AND WHITE LABEL. 86 PROOF. WRITE NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPT. L-38, P.O. BOX 12, WALL ST. STATION, NEW YORK 5, N. Y.

The Winning "Edge"...



New Wilson Golf Ball wins spontaneous player acceptance everywhere... Sensation of top tournaments of 1946

From the very first the new Wilson golf ball has been in the *preferred* circle—among the winners.

It was the ball that Lloyd Mangrum played in winning the United States and the Argentine Open Championships.

Slammin' Sam Snead took it with him to England and brought back the British Open Championship and later used it to win the International Championship.

Patty Berg's triumph in the Women's U. S. Open was achieved with the same ball.

Wherever it has been played or seen in action, this new ball has received spontaneous approval and acceptance. It's a sensation

everywhere—with average players as well as among top professionals.

How does the new ball get that "winning edge"? What is the extra *plus* that wins immediate preference? It's Blended Tension—rubber thread windings in various degrees of tension—electronically controlled.

• • • • •

Tee up one of these new Wilson balls and groove the fairway with a long one... step up and sink that "seven-footer"... you'll feel and see what "blended tension" means.

For these new 1947 Wilson Golf Balls—Top Notch and K28—see your dealer or golf professional.

WILSON SPORTING GOODS CO., Chicago, New York and other leading cities (A Wilson & Co., Inc., subsidiary)

Wilson Strata-Bloc Woods

Strata-Bloc woods defy warping, swelling and other variations due to moisture and extreme heat. No change in shape to cause off-line shots. Proved in a record-breaking test under water for 5 years! Proved heat resistant by hours of testing in 212° oven heat. No other wood club head can equal this proof.

Players mentioned are retained on the Wilson Advisory Staff.

New Wilson Irons Proved in Tournament Play

Precision-built Wilson irons with patented weight distribution, have a "wider hitting zone"... give straighter shots, sweeter feel. Look at the '46 tournament record. Playing Wilson clubs exclusively, Lloyd Mangrum, Sam Snead and Patty Berg won five national and international championships in 1946. Take a tip from the stars. Team up with a winner—play WILSON.

IT'S WILSON TODAY IN SPORTS EQUIPMENT

1946 INTERNATIONAL CHAMPION
Sam Snead



K-28
1



the plus built into
Wilson GOLF BALLS



1946 WOMEN'S OPEN CHAMPION
Patty Berg



1946 BRITISH OPEN CHAMPION
Sam Snead



1946 U. S. OPEN CHAMPION
Lloyd Mangrum



Great News for Home Gardeners!



GET RID OF

Rose Chafer, Mexican Bean Beetle, Potato Leaf Hopper, Cabbage Worm, Gladiolus Thrip, Corn Ear Worm, Tomato Fruit Worm, Pea Aphid, Japanese Beetle and many other garden insects.

Now every home gardener can have beautiful flowers and healthy vegetables free from destructive bugs and diseases. The world's largest manufacturer of insecticides has scientifically blended *miraculous DDT, Rotenone* and other proven pest control materials into an amazing "all in one" multi-purpose garden dust.

NO MESSY MIXING

It comes ready to apply in a revolutionary new 36" dust gun—the BUG BLASTER. Non-clog feature assures continuous, efficient operation. Louvered openings shoot dust up under leaves where bugs hide.

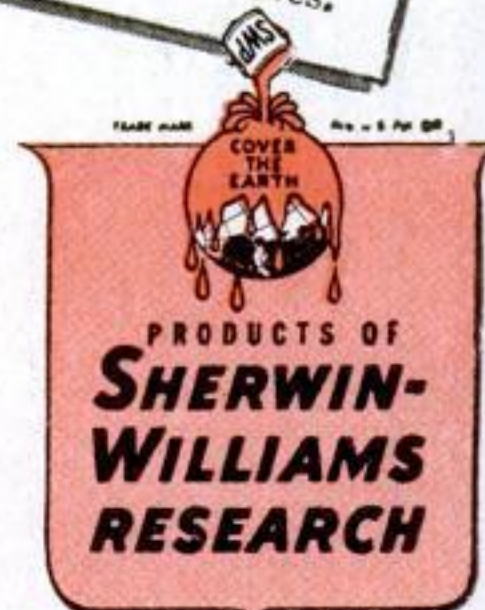
NO STOOPING

Big garden—little garden—all you need for effective pest control is the new BUG BLASTER—complete, ready to use—**ONLY \$1.98!**

Giant-size BUG BLASTER Re-Fill in easy-to-pour package, \$1.29.

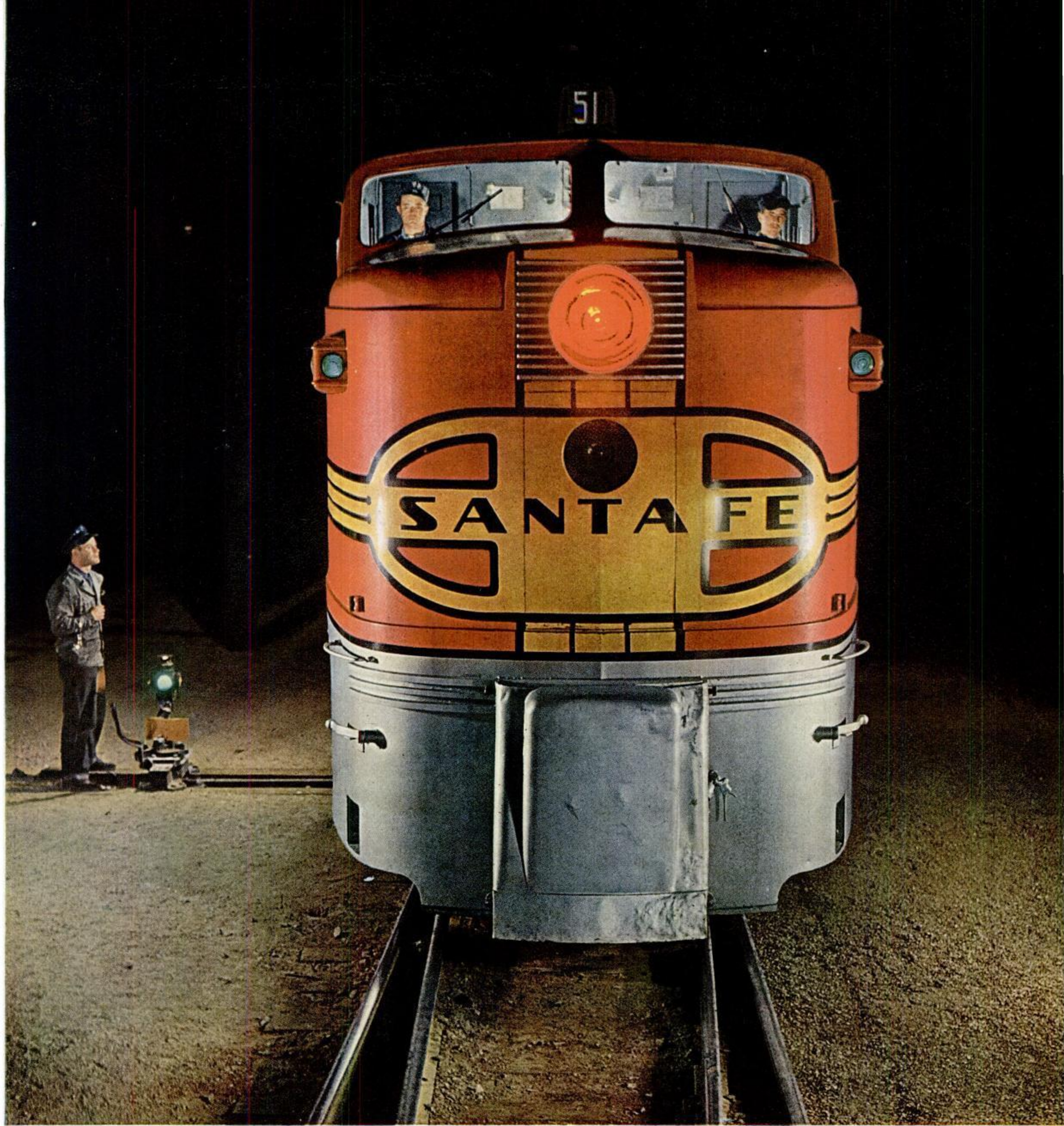
PREVENT

Potato Blight, Tomato Blight, Black Spot on Roses, Mildew, Sooty Blotch and many other destructive diseases. The new BUG BLASTER is available at leading stores.



BRINGING THE MARVELS OF SCIENCE TO YOUR HOME

Acme White Lead & Color Works, Detroit
W. W. Lawrence & Co., Pittsburgh
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The Sherwin-Williams Co., Cleveland



SANTA FE DIESEL NO. 51, FLASHING RED AUXILIARY HEADLIGHT WHICH WARNS CARS AND CATTLE, MOVES THROUGH BARSTOW, CALIF. YARD TO BE COUPLED TO WESTBOUND "CHIEF"

DIESEL LOCOMOTIVES

Now in mass production, they begin to replace the old iron horse

U.S. railroads, which carry twice the load today that they did 25 years ago, are trying all kinds of locomotives to move trains faster and more cheaply. Although steam locomotives still pull the vast body of rolling stock, diesels are becoming the strongest competitor. Last year 90% of the locomotives ordered by railroads were diesels.

Diesel locomotives are bigger and more expensive than steam locomotives of the same power,

but they are better adapted to traveling across the U.S. Railroads such as the Santa Fe find them particularly convenient. On long runs across the dry Southwest, diesels have to make few stops for water. On steep grades they can be powerfully braked by putting their motors into reverse. Diesels also lend themselves better to mass production than steam locomotives. At its Schenectady, N.Y. shops the American Locomotive Co. turns

out a diesel like the one shown above every day.

Other locomotives may yet compete with diesels for the revolution in railroad power. If the railroads could afford the enormous cost of electrifying their lines, electric locomotives would be best for most jobs. But the most promising propulsion development, although it is still experimental, is the highly efficient gas-turbine locomotive, which can burn either oil or powdered coal.

CONTINUED ON NEXT PAGE



ARRAY OF DIESELS stands outside a Santa Fe enginehouse at Barstow. Locomotive 52 in the foreground, made up of three 2,000-hp units coupled together, is twin of pas-

senger Locomotive 51, which is shown on the preceding page. Beside it are 1) No. 120, a diesel freight locomotive; 2) No. 2345, a diesel switching locomotive; 3) No. 159, a



passenger locomotive of an earlier model than Nos. 51 and 52; 4) No. 151, a freight locomotive similar to No. 120. From Barstow, their servicing terminal, the diesels make

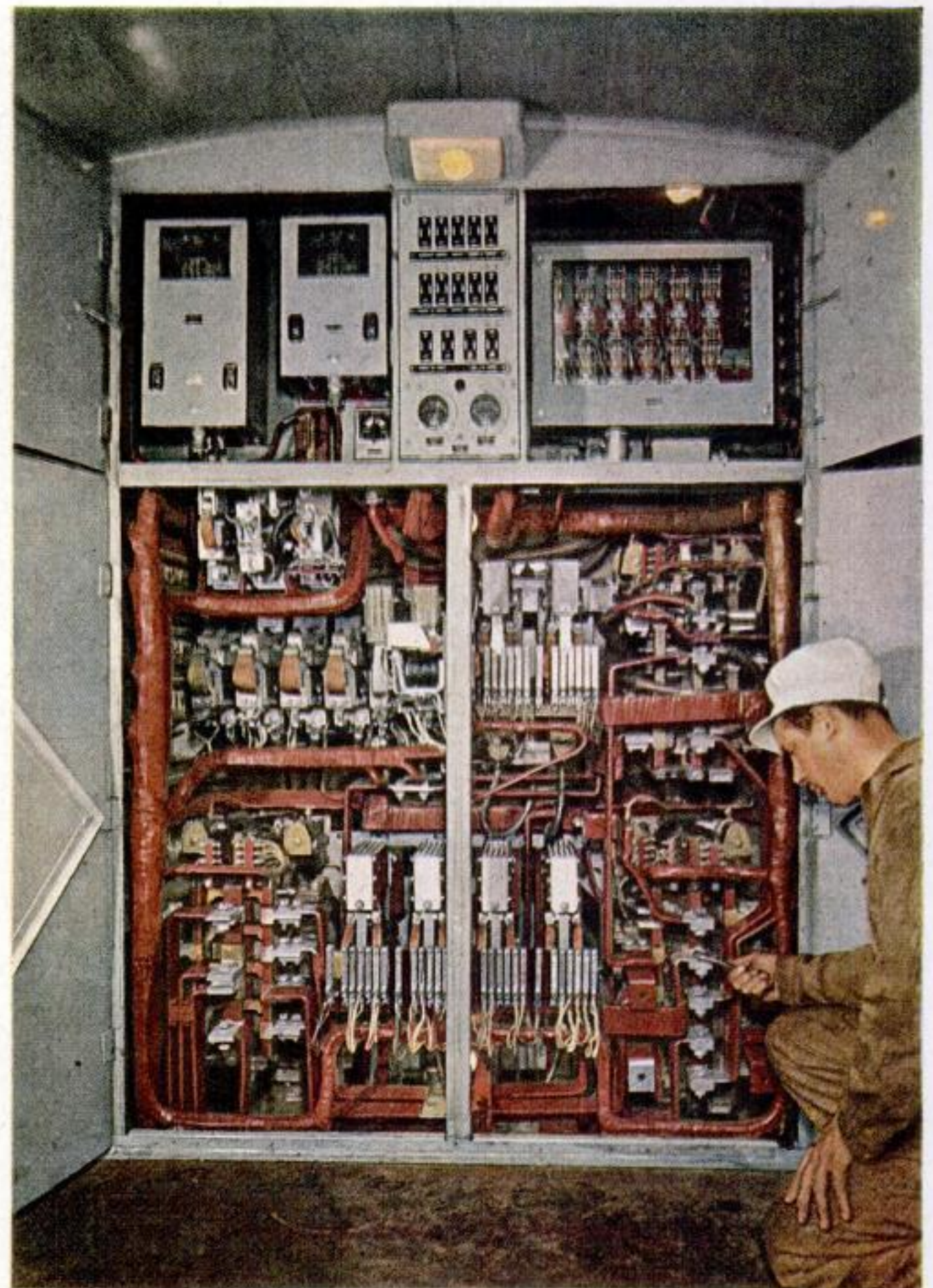
a 154-mile run to Los Angeles with trains bound from Chicago. From Los Angeles they make trip to Chicago and back to Barstow, traveling 4,454 miles between "Barstows."

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DIESEL PULLS "CHIEF" up grade through pass entering Mojave Desert. When steam locomotives made this run, Santa Fe posted second locomotive to help trains up grade.

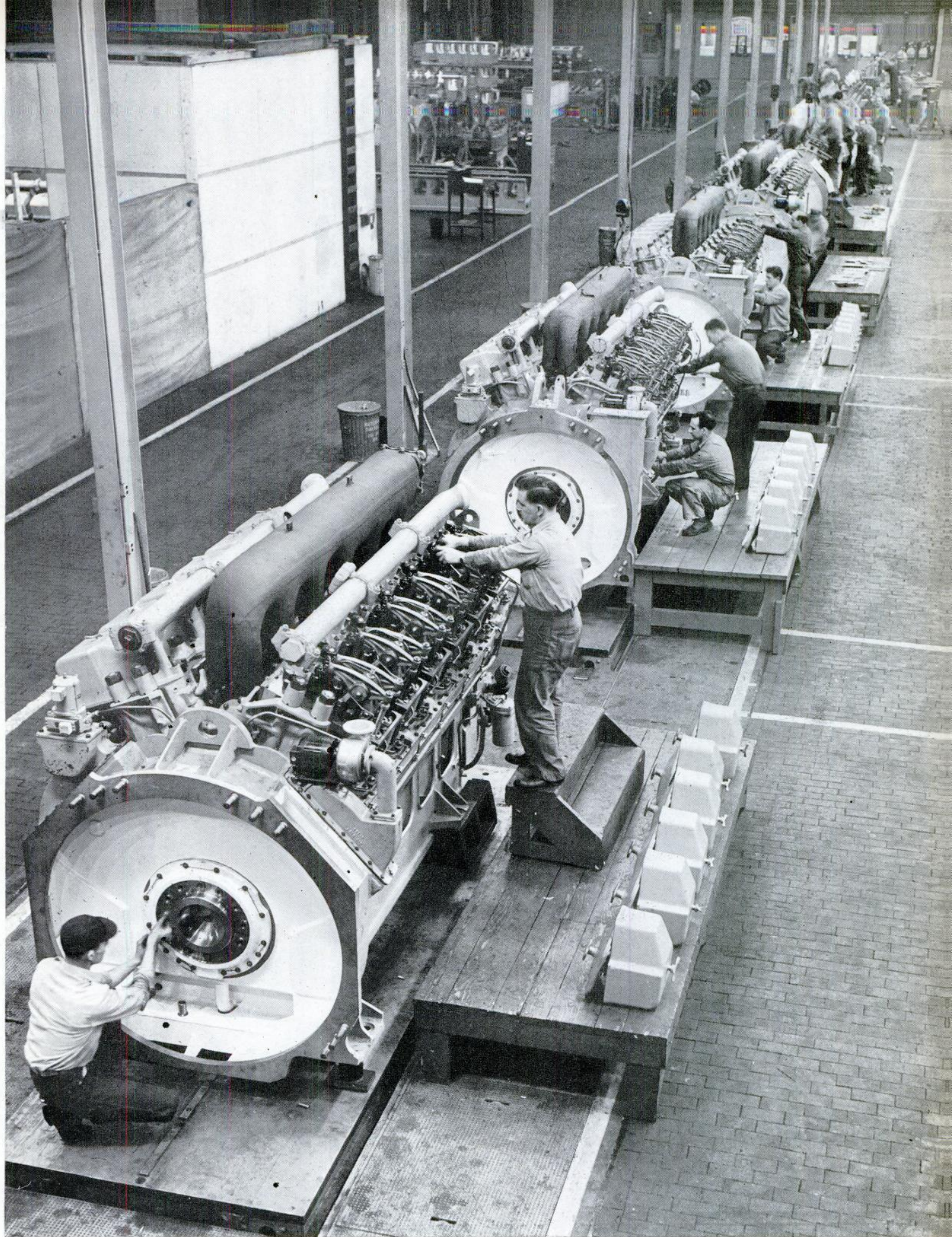
DIESEL LOCOMOTIVES CONTINUED



CONTROL PANEL coordinates complicated machinery. Repairman adjusts the contacts of power circuit controlling reversing gear, often used for braking.



ENGINEER'S VIEW sweeps Santa Fe right-of-way outside Barstow. Engineer holds the throttle with his left hand. Lever in front of him controls brakes.



ASSEMBLY LINE in the American Locomotive Co.'s plant at Schenectady, N.Y. puts together a long row of diesel engines. Each one of these units can develop

2,000 hp. Before the war each of them was separately tailored for locomotive service. Now American Locomotive turns them out like automobiles at the rate of three a day.

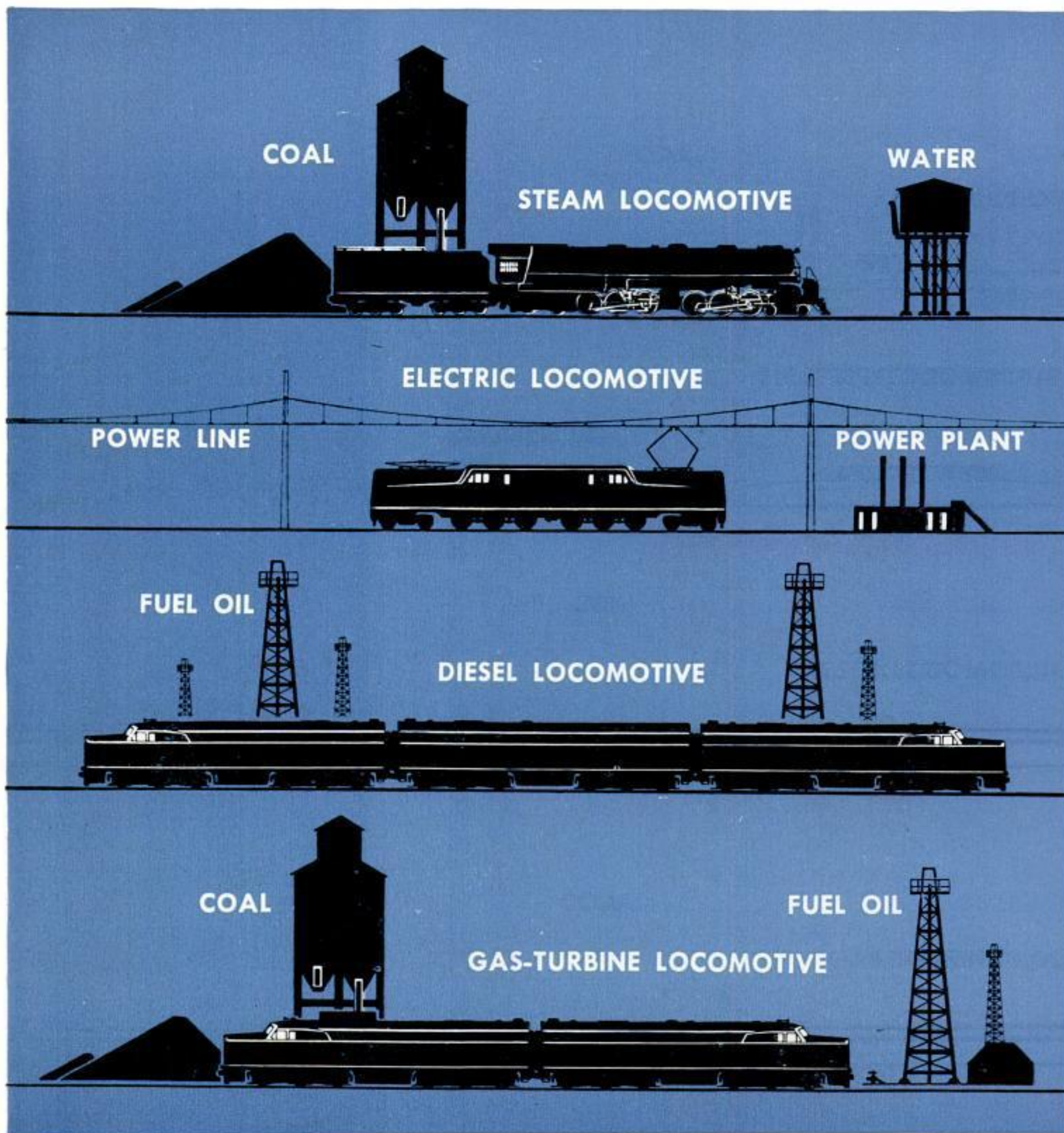


DIAGRAM SHOWS FUEL AND EQUIPMENT NEEDED IN FOUR KINDS OF RAILROAD POWER. GAS TURBINE BURNS COAL OR OIL

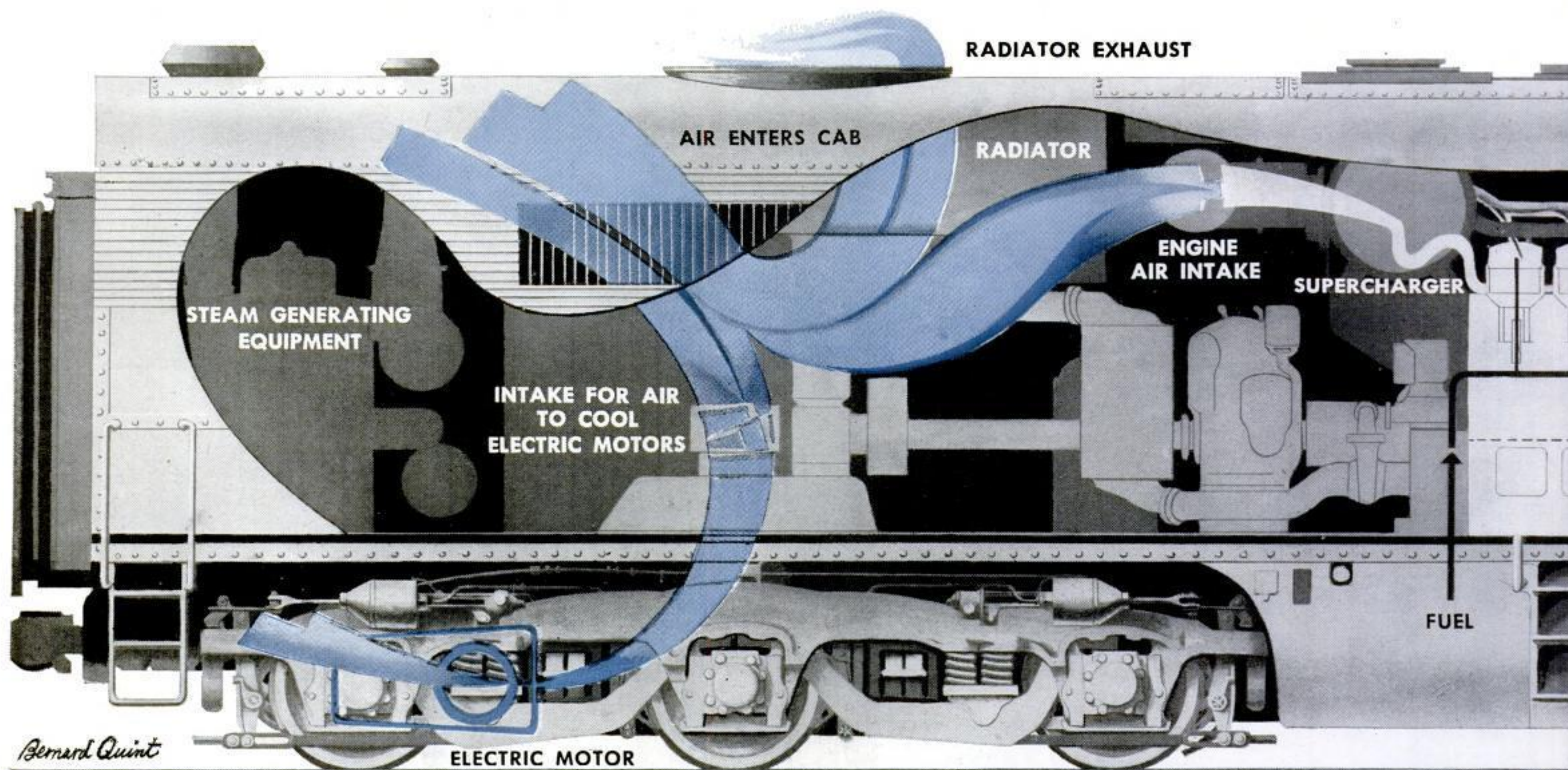
POWER

The diesel delivers it by making electricity

The reason some railroads use diesel locomotives and others do not is a subtle economic equation. The three kinds of locomotives a railroad can choose are shown in the diagram at the left. Also shown is a fourth type which in the future may replace them all.

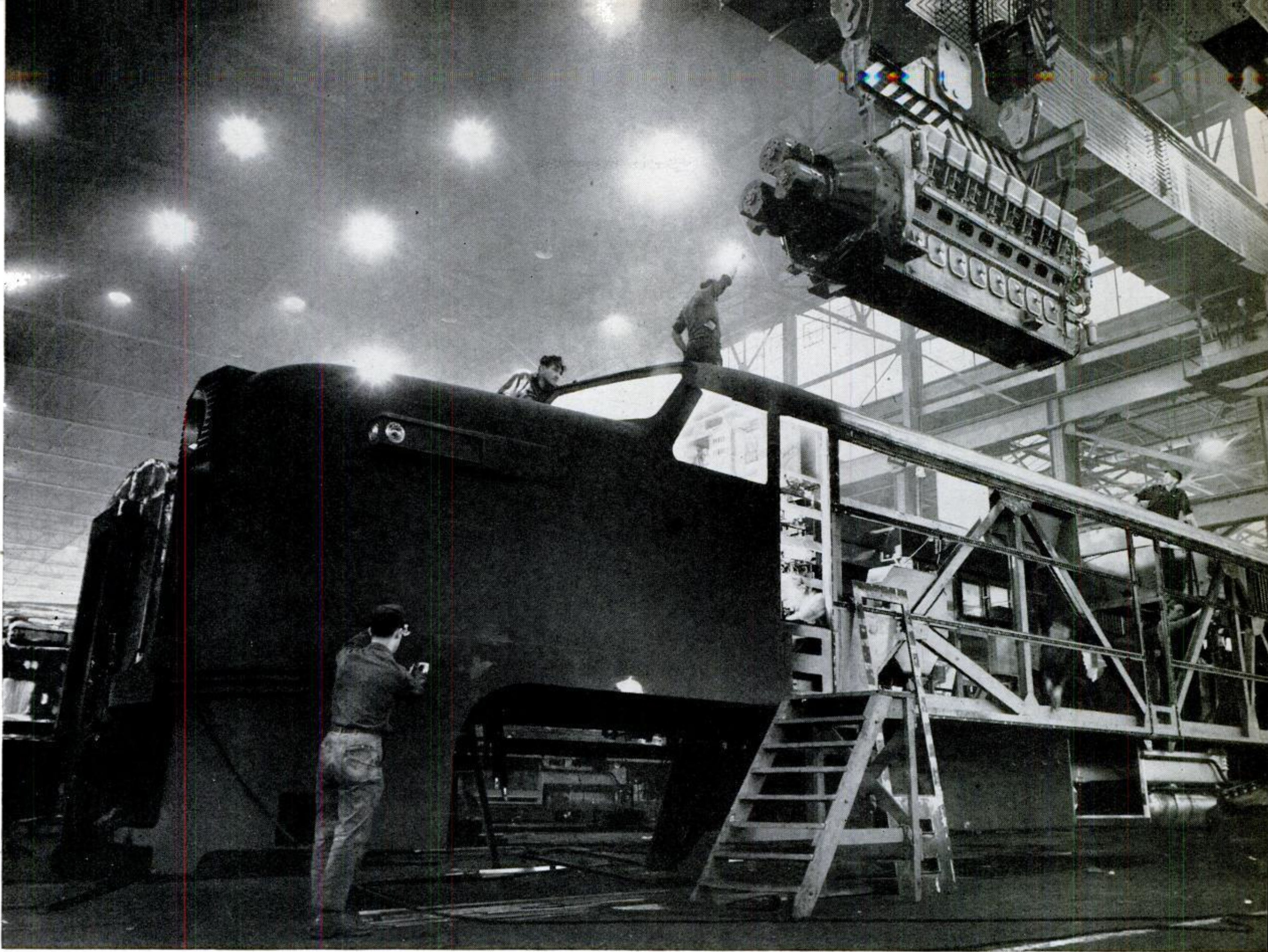
The steam-driven iron horse is still the cheapest of all locomotives to build. But it requires quantities of clean water and must be taken out of service once a month for repairs and reconditioning. The electric locomotive uses its fuel, which is burned at the power plant, most efficiently. But only the rich and well-traveled railroads can afford the astronomical cost of electrification. The gas-turbine locomotive, which eventually may be even more efficient than the electric, is still in the engineering stage. Until the first U.S. gas-turbine locomotive is put into service, the diesel is the best compromise between cheap steam and efficient electric locomotives.

The greatest mechanical advantage of the electric locomotive is also supplied by the diesel. Steam locomotives start off jerkily and pound destructively at the rails while they are running at full speed. Electric locomotives start smoothly and are much easier on the rails. Diesel locomotives would also pound at the rails, except for one important feature. Modern diesels, such as the one shown in the cut-away drawing below, apply their power to the locomotive wheels by way of an electric generator and electric motors. The diesel locomotive, therefore, starts and runs with the smoothness of the electric.

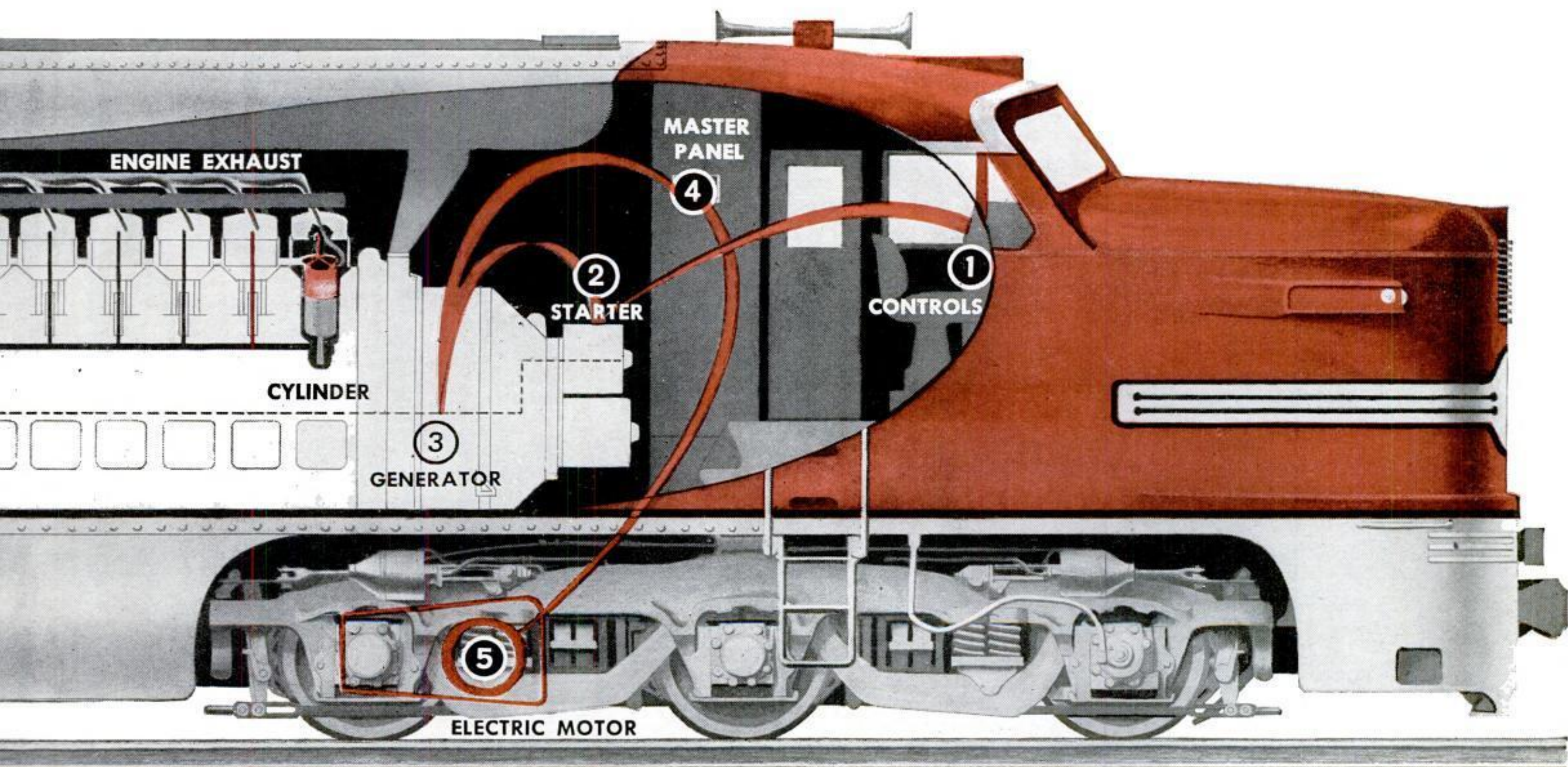


CUTAWAY OF DIESEL shows it to be a compact package of powerful machines. The pulsating heart of the locomotive is the diesel engine itself (center). This drives the locomotive through an electric generator and four electric motors. When it is in operation

the locomotive consumes great drafts of diesel fuel and air. Entering the locomotive through filters in the vent at the left, the air (shown in blue) is apportioned to cool the engine radiator and the electric motors and is forced into the engine by a supercharger.



COMPLETE 2,000-HP DIESEL ENGINE (P. 65) IS CAREFULLY LOWERED INTO PARTIALLY FINISHED HULL OF DIESEL LOCOMOTIVE BEING ASSEMBLED IN THE AMERICAN LOCOMOTIVE CO. PLANT



Air mixed under pressure with a vapor of diesel fuel in each of the engine's 16 cylinders produces the explosions (*sample in red*) which drive the locomotive. Curving red line at the right shows how the locomotive engineer applies power to the wheels from con-

trol panel (1). Starter motor (2) turns over diesel engine, which then drives electric generator through shaft (3). The generator's power is then fed through master panel (4) to electric motors (5). Steam equipment at far left is to heat the rest of the train.



RISÉ STEVENS—young, lovely, supremely gifted—stars alike in motion pictures, in concerts, on the radio, and at the Metropolitan Opera...

RISÉ STEVENS wants you to hear her as she really sings

...so she's recording exclusively for

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Sincerely Yours, Risé Stevens (Songs arranged by Alan Shulman)
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with symphony orchestra conducted by Franz Waxman and piano solos by Oscar Levant
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ROBIN HOOD DELL ORCHESTRA OF PHILADELPHIA

conducted by Morton Gould
Music of Morton Gould
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with orchestra conducted by Charles O'Connell
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Patter Songs from Gilbert and Sullivan—Volume II
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Carnegie Pops Orchestra

conducted by Charles O'Connell
Cailliet: Variations on "Pop Goes the Weasel"
Columbia Masterworks Record 4368-M \$0.75*

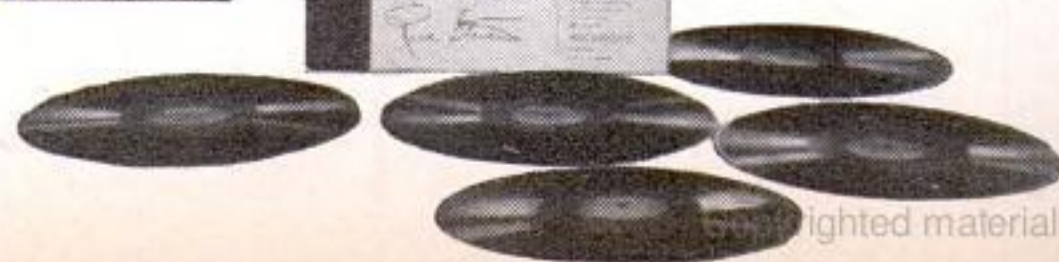
ROBERT CASADESUS

Debussy: Préludes—Book II
Columbia Masterworks Set M-MM-644 \$5.50*

There's entertainment at your Columbia Record dealer's that will delight you for the rest of your life. No matter what kind of music you like, on Columbia Records you'll find the *outstanding* performances by the *outstanding* artists. Stop in today at your favorite dealer's and listen!

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THIS BASIC DRESS COSTS \$39.95, WILL SUIT ANY TYPE OF FIGURE, CAN BE WORN FOR YEARS. AROUND IT ARE SHOWN 50 DIFFERENT WAYS TO TRANSFORM IT

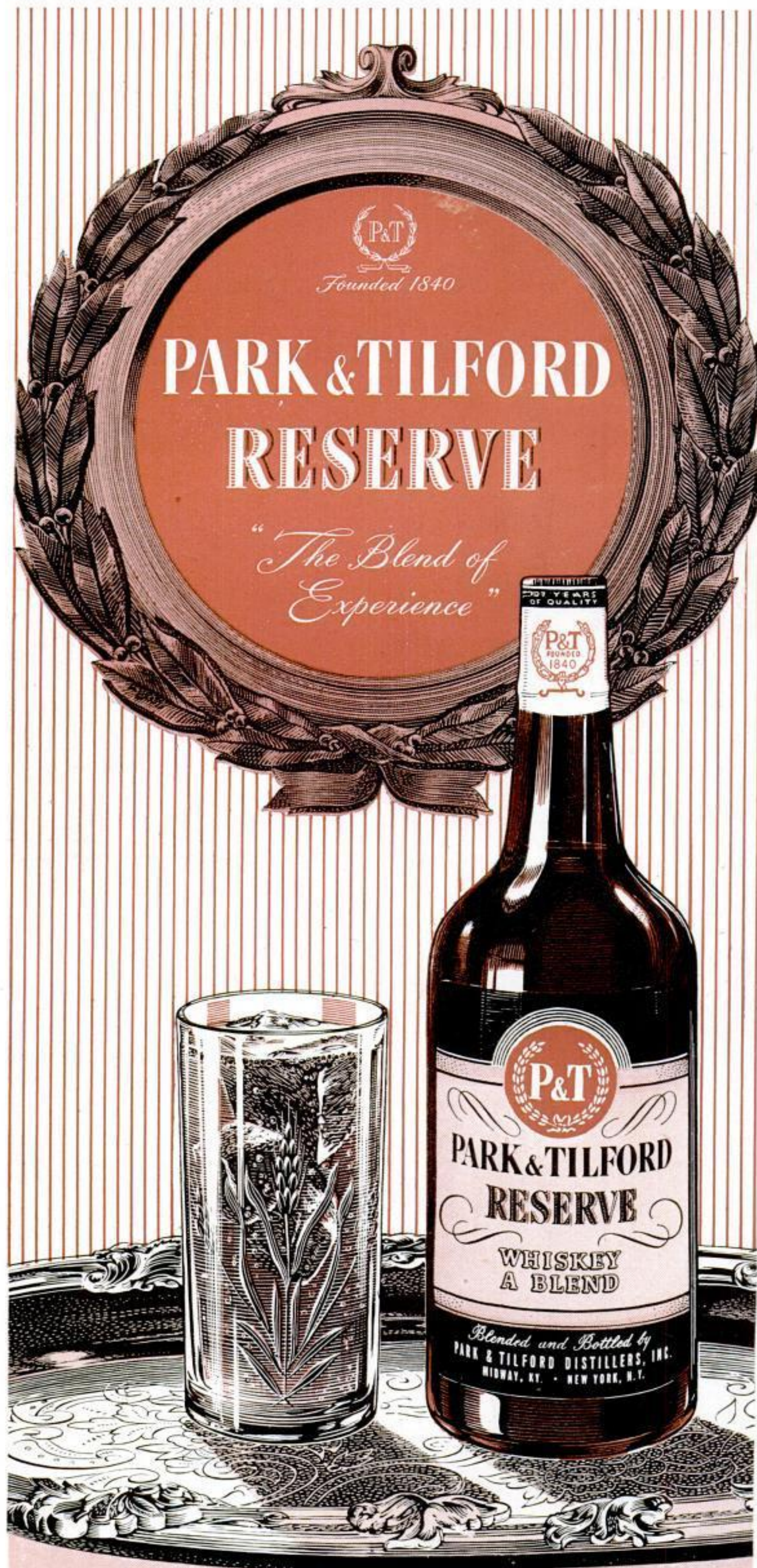
SPARE PARTS

By switching accessories, smart women change one dress into many

Many a man, enthusiastic at being able to afford a new car, has often found himself buying, in addition to the bare hulk, such expensive items as fog lights, special mirrors, directional signals, a radio, a heater and radiator ornaments.

Like a car, a woman, too, must have accessories—but for her they are an economy. They include such spare parts as bows, beads, belts, gloves, collars, ribbons, flowers, bags and hats. By switching

them around, a woman can look formal or informal, wintry or springlike, making one dress serve the purpose of many. This helps to cushion the economic shock caused by high prices and the new long skirts which are putting so many clothes out of date. The bare hulk on which a woman hangs her accessories is a perfectly plain dark dress, costing anywhere from \$10 to \$500. The model above appears in B. Altman & Co.'s black Basic Dress.



Behind every bottle is the quality-tradition of Park & Tilford and the knowledge gained in over a century of experience. That is why it is—

“the finest-tasting whiskey of its type in America!”

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

Spare Parts CONTINUED



FOR COCKTAILS or dining out, a pair of bright-striped taffeta gloves and matching collar added to the plain black dress give it a dressed-up, party look.



FOR ALL-DAY shopping an inexpensive white faille bow is worn with short white gloves and a trim sailor. Accessories can be changed for the evening.

TAWN

introduces 6 ways to brighten a man's face...and his future!



Grumpy at breakfast? No wonder, if you fight your face with a razor every morning!

TAWN BRUSHLESS SHAVE delivers a fast, clean shave by removing whiskers' oil film to speed beard softening. Won't clog razor, rinses off easily. Fine for dry skins, tough beards **50¢**



Depressed by a dandy dandruff crop? Any man with a year-round snowfall on his shoulders has a right to be depressed.

TAWN SHAMPOO loosens stubborn dandruff as it cleans the scalp. Lathers profusely (20 gallons of suds per bottle) in hot or cold, hard or soft water. Leaves hair soft and pliable **50¢**



Sore at the world? Tiny razor nicks can make you sore at everybody, including yourself!

TAWN AFTER SHAVE LOTION soothes, cools, and stimulates with a bracing tingle. Both men and women like its pungent fragrance. Invigorates the skin, helps heal razor nicks. . . . **75¢***



Self-conscious about "bird's nest" hair? Convinced your only other choice is a pasted-down look?

TAWN HAIR DRESSING keeps hair in place without leaving it greasy or sticky. Won't soil hatbands or linens either, and helps eliminate dandruff — because it cleans the scalp. **75¢***



*Plus federal tax



Troubled by over-age shaves? Come home at night looking like a fugitive from a razor blade?

TAWN TALC can keep shaves alive hours longer by covering end-of-the-day whiskers with its smooth, fine-ground texture. It matches and blends with skin tone to become practically invisible—and so do the whiskers! . . . **50¢***



Worried about offending others? But neglect using a deodorant — because you think it's too much trouble?

TAWN COLOGNE DEODORANT is easy to use because it's liquid, yet doubly effective against body odors that offend—for it checks perspiration as it deodorizes. Safe for skin and clothes **75¢***



P.S. TO CAREFUL BUYERS

The finest ingredients go into TAWN'S sensible containers. These ingredients are costly, but the containers are not. Result? Top-drawer quality at rock-bottom prices.

A McKESSON & ROBBINS PRODUCT

TAWN

toiletries for men

AT DRUG COUNTERS EVERYWHERE

PROCTER & GAMBLE'S

PRELL The Amazing



A WOMAN'S HAIR *should be radiant . . . soft . . . caressable . . .* A MAN'S HAIR *should be sparkling-clean . . . dandruff-free*

HERE'S
WHAT
THEY SAY
ABOUT
PRELL



DAD: That tube's so handy! Prell's just dandy! And a little goes so far!

MOTHER: No waste, no drip . . . no spill or slip . . . For youngsters it's a star!

BROTHER: And after Prell, I know all's well! My scalp feels really clean.

SISTER: You just can't hope—with *any* soap—For hair with such a sheen!

AUNTIE: It's safe, they say, for every day—For my dry hair, it's swell!

ALL: Hair radiant, bright . . . no dandruff in sight, when we shampoo with Prell!

New Radiant-Creme Shampoo!



PRELL REMOVES DANDRUFF
in as little as 3 Minutes!

LEAVES HAIR *Radiantly* **CLEAN** *Radiantly* **SMOOTH**

New, amazing Prell—the new-type emerald-clear Radiant-Creme shampoo that's so *different!* Prell contains an amazing (patented) cleansing ingredient that leaves hair *far more radiant* than any soap or soap shampoo—and!—leaves it free of horrid, unsightly dandruff too.

DOCTORS' EXAMINATIONS PROVED IT!

Yes, *examinations by doctors* showed that Prell removes unsightly dandruff quickly, easily. Also—it was confirmed that regular Prell shampoos *control* such dandruff. Even stubborn cases were controlled by two Prell shampoos a week.

HAIR SO RADIANT AFTER PRELL!

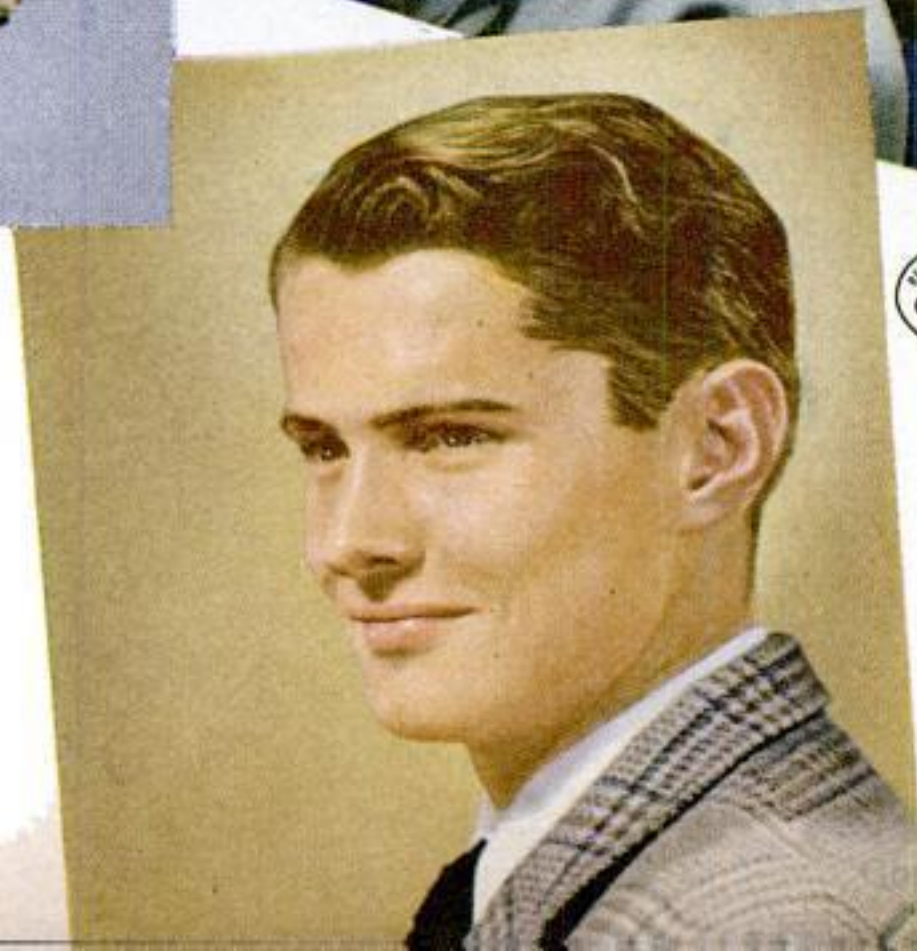
Hair is *radiantly* clean and glamorous after a Prell shampoo—and radiantly soft and smooth. It's easy to set, to curl, and to arrange. And that handy, streamlined tube is so *convenient* . . . no messy jars—no bottles to break! Get a tube of Prell today—it's the new Radiant-Creme shampoo with the *all-family appeal!*

No dull soap film on Prell-washed hair! After Prell, hair shines with all its natural gleaming radiance. And it's so *wonderfully* soft and smooth!

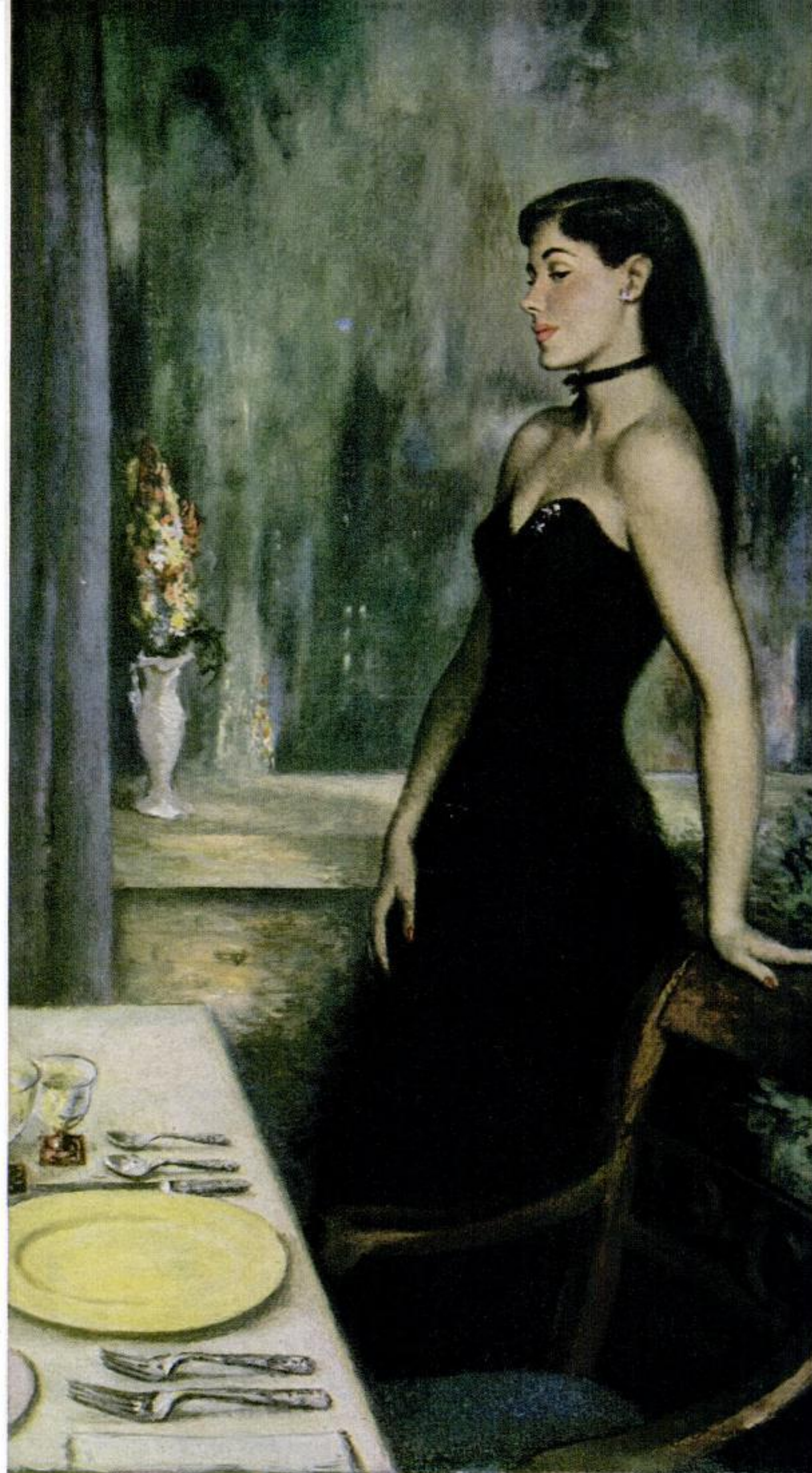


New, easy way to shampoo—no stinging liquid to get in the eyes, no soap to drop! And hair is *shining-clean* after Prell—easy to comb and curl.

Regular Prell shampoos mean no more embarrassing dandruff "powdering" hair and shoulders. Hair looks clean, slick, well groomed!



ATTACHMENT OF A BRAND OF MONEY
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN



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An engaged girl's choice 1847

An engaged girl's choice 1947

1847 Rogers Bros. brings you 100 years of beauty

FIRST LOVE

ETERNALLY YOURS

ADORATION



Dreaming of her future home, a bride-to-be 100 years ago yearned with all her heart for 1847 Rogers Bros.

For a full century, this finest silverplate has been prized above all others. Each design today has a rare beauty and enduring quality... an extra height and depth of ornament...

a richness usually found only in solid silver. Make your choice from the silverplate loved and owned by more women than any other—the *only* one with the year-mark "1847."

America's finest silverplate...same quality, no increase in price since the war. 52-piece service for eight, \$64.75, with chest.

1847 ROGERS BROS.

100th Anniversary

TUNE IN: "THE ADVENTURES OF OZZIE AND HARRIET," SUNDAY, 6 P.M., E.D.S.T. OVER CBS.

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AS THE HERO OF THE PLAY "BURLESQUE," BERT LAHR MAKES UNBELIEVABLE FACES, ROLLS HIS EYES AND IMITATES A WHOLE ORCHESTRA OF IDIOTIC NOISES

FAREWELL TO THE CLOWNS

Two great comedians, Bert Lahr and Bobby Clark, are regaling Broadway with their uproarious but dying art

Bert Lahr (*above*), who bellows like a lovesick moose, and Bobby Clark (*p. 78*), who gives oleaginous gurgles whenever he eyes a pretty girl, are just about the two greatest comedians left in show business. Both of them are now on Broadway, giving the theater one of its last chances to see the high art of clowning before it must say farewell to the clowns. Bert Lahr is in the 1927 comedy *Bur-*

lesque, and Clark is in a modernization of Victor Herbert's 1913 operetta *Sweethearts*.

Both plays are revivals and in this fact lies a reason for the decline of the stage clown. Almost nobody writes for people like Lahr and Clark any more. Says Lahr, "My writers have all gone into radio and movies. I've been looking for a show for six years but I have to be satisfied with revivals."

With the passing of vaudeville and burlesque there is no training ground for comedians. Radio gives them no chance to develop pantomime, the movies no chance to test their talents on a live audience. But though their uproarious school of clowning is becoming extinct, Lahr and Clark have been enjoying a popularity which, although it has a kind of sunset glow, still makes money on Broadway.

THANKS TO Mennen Lather Shave Cream

YES, SIR, THE GALS LINE UP WHEN YOU KEEP PRESENTABLE LONGER WITH MENNEN LATHER SHAVE CREAM. NO WONDER MORE DERMATOLOGISTS (DOCTORS) SPECIALIZING IN SKIN CARE) SELECT MENNEN LATHER SHAVE THAN ANY OTHER BRAND.

PLAIN OR EXTRA-COOL MENTHOL-ICED

WILLIE WHISKERS SAYS:

WE WERE OUT ON A LIMB TOGETHER — BUT NOW HE'S TRADING KISSES WITH SWEET YOUNG MISSES

MENNEN WILTS ME!

MENNEN LATHER SHAVE

THE MENNEN COMPANY

NEW YORK, N. Y.

I like the Air about You

When You Use
MENNEN SKIN BRACER

Its He-Man Aroma
"WOWS" the Ladies!



For close-ups! Dash Mennen Skin Bracer on your face, neck, and chin after every shave. Freshen up with it any time of day or night.



Helps heal razor nicks! Has a wonderful tingle that "wakes up" your face. Get Mennen Skin Bracer today! Regular size only 50¢ — big 12-ounce bottle only \$1.00





IN "BURLESQUE" Lahr is a comedian named Skid who tours in smalltime burlesque shows with his shapely wife Bonny, acted by Jean Parker. In their dressing room Skid hears he is offered a fat part on Broadway. Their marriage breaks up, Skid takes to drink but finally goes back to burlesque and Bonny.



AS A COMIC COP Bert Lahr goes through some real burlesque acts which are the high spots of the play. In these scenes Lahr gives full vent to his raucous, chaotic humor, which is full of noise and fury and makes no sense at all. The surprised "burleycue" dancer shown above is played by Irene Allarie.

CONTINUED ON NEXT PAGE

LIVELY STEPS THROUGH SUMMER IN...

Mansfield Zephyrs



ZEPHYR ONE!
Seabreeze comfort assured. White buck with a brown wing-tip. Fashioned here into a winning combination.

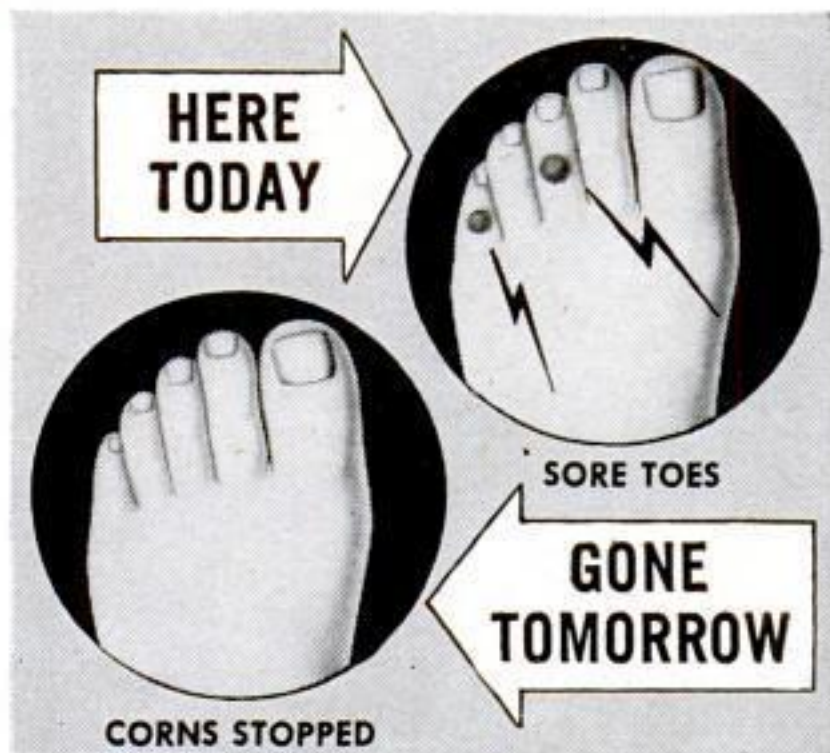
ZEPHYR TWO!
Air condition your stride. Punched leather lets fresh air cool and soothe your feet with every summer step. Mansfields \$8.95 some higher

Mansfield
IN COOL STEP...TO THE MINUTE

Mansfield Shoes, Whitman, Massachusetts



Stop CORNS!

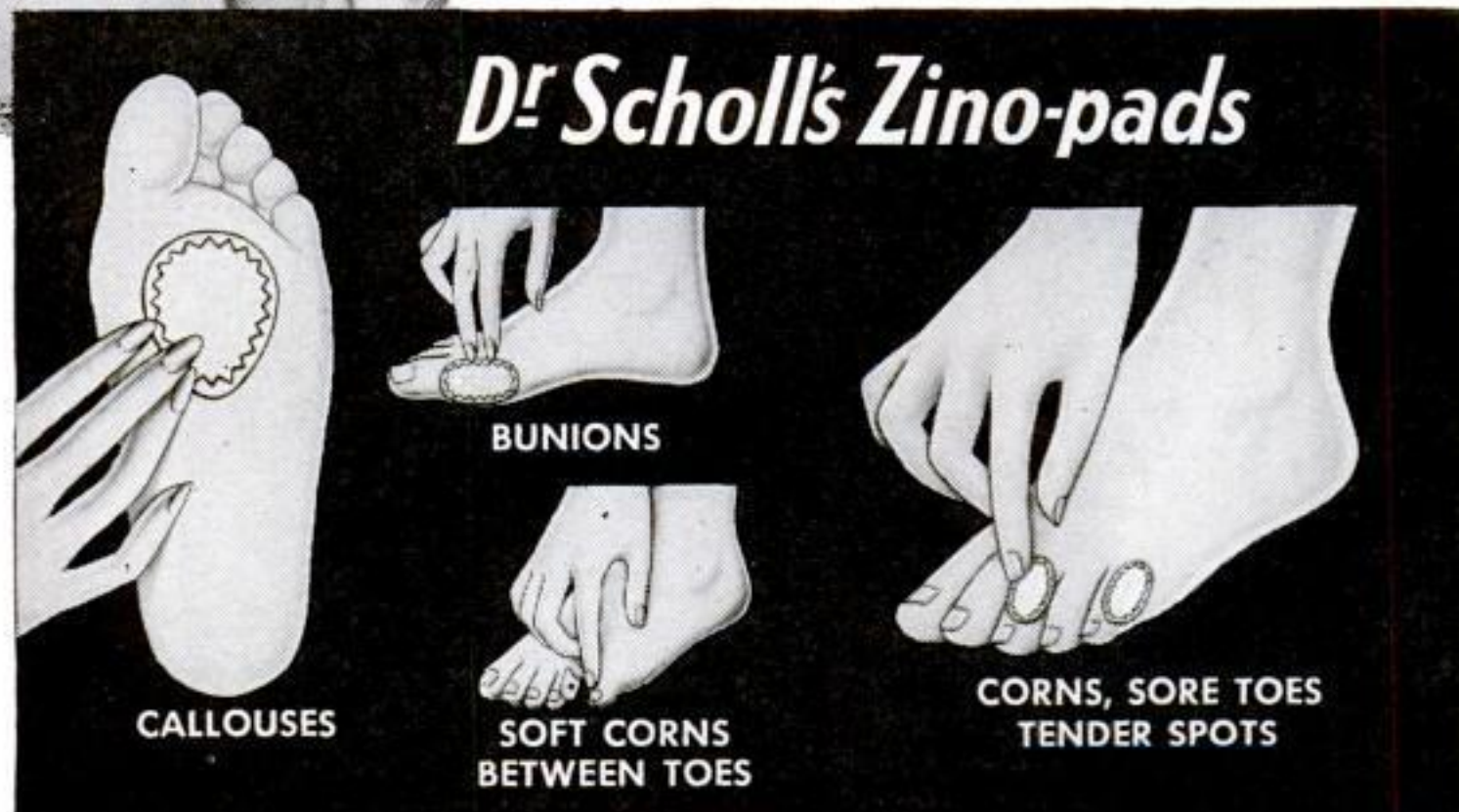


Instant Relief

NEVER wait! Promptly protect sore toes from tight shoes with Dr. Scholl's Zino-pads. You'll have instant relief and stop corns *before* they can develop. But—if you have corns, callouses or bunions—these thin, soft, soothing, cushioning protective pads will stop painful shoe friction and lift pressure almost like magic!

QUICKLY REMOVE CORNS and CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads speedily remove corns or callouses when used with the separate little Medications included. Get a box today. Cost but a trifle. At Drug, Shoe, Dept. Stores and Toiletry Counters everywhere.



HAVE YOU ANY OTHER FOOT TROUBLE? Remember—there is a Dr. Scholl Foot Comfort* Remedy, Appliance or Arch Support for quickly relieving any common foot trouble. Get the one you need at your dealer today. Its cost is very small. Insist on Dr. Scholl's. For FREE Foot Booklet, write Dr. Scholl's, Inc., Chicago 10, Illinois.

FALLEN ARCHES

Dr. Scholl's Foot-Eazer and exercise relieves tired, aching feet and legs, due to weak or fallen arches and flatfoot. \$4.50 pair.



TENDER FEET

Dr. Scholl's Foot Powder relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot. 35¢.



HOT, TIRED FEET

Dr. Scholl's Foot Balm relieves tired, aching, hot feet, due to exertion or fatigue. Very soothing, refreshing, comforting. 35¢.



ATHLETE'S FOOT

Dr. Scholl's Solvex relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin. (Liquid, Powder or Ointment). 50¢.



PAIN HERE?

Dr. Scholl's LuPad relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light, washable. \$1 pair.



BUNIONS

Dr. Scholl's Bunion Reducer of soft rubber, relieves painful shoe pressure, helps preserve shape of shoe and hide the bulge. 75¢ each.



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REMEDIES • ARCH SUPPORTS

Farewell to the Clowns CONTINUED



IN "SWEETHEARTS" BOBBY PRETENDS HE IS THE FATHER OF A BEVY

CLARK SATIRIZES THE MAN WHO HUFFS

Like Bert Lahr, Bobby Clark plays a man who is, above all, willing. But where Lahr plays a simpleton whose actions and motives have little meaning, Bobby Clark is irrepressibly shrewd, always engaged in feverish, purposeful endeavor. For all its slapstick Clark's clowning is a running satire on human eagerness. He whizzes around the stage



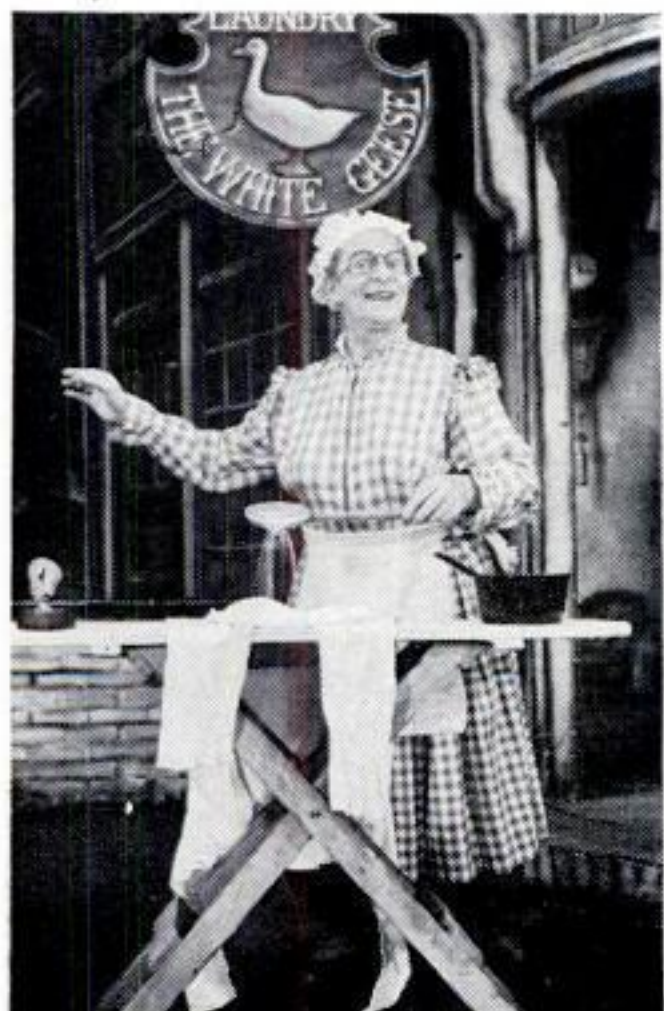
AS A LAUNDRESS Bobby prepares to iron a suit of men's underwear. Referring to rear ventilation, Bobby says, "He should have Venetian blinds."



OF BEAUTIES BUT TREATS THEM WITH MORE THAN FATHERLY AFFECTION

AND PUFFS BUT IS NEVER SQUELCHED

like a motorcycle. He puffs his cigar frantically, covering himself with a shower of sparks. He leers after every pretty girl as if he could be Romeo to the entire female sex. In the comedy of many great clowns there is always a definite hint of sadness, but not in the comedy of Bobby Clark. He is Homo sapiens, huffing and puffing but never squelched.



Pouring starch onto the seat of the underwear, Bobby firmly irons down the flap and then says triumphantly, "Let's see the customer get out of that."

CONTINUED ON NEXT PAGE

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85¢-\$1.00 and up

It's Scandals exclusive dart-stitched pouch that does it! Provides the mild, athletic support that helps keep a fellow feeling fresh and vigorous the whole day through! Other Scandals features include "Hi-Waist" design for better fit. Seamless seat. Elastic waistband. Ask for Scandals knitted briefs, matching "Sta-put" shirts. At better retail stores everywhere.



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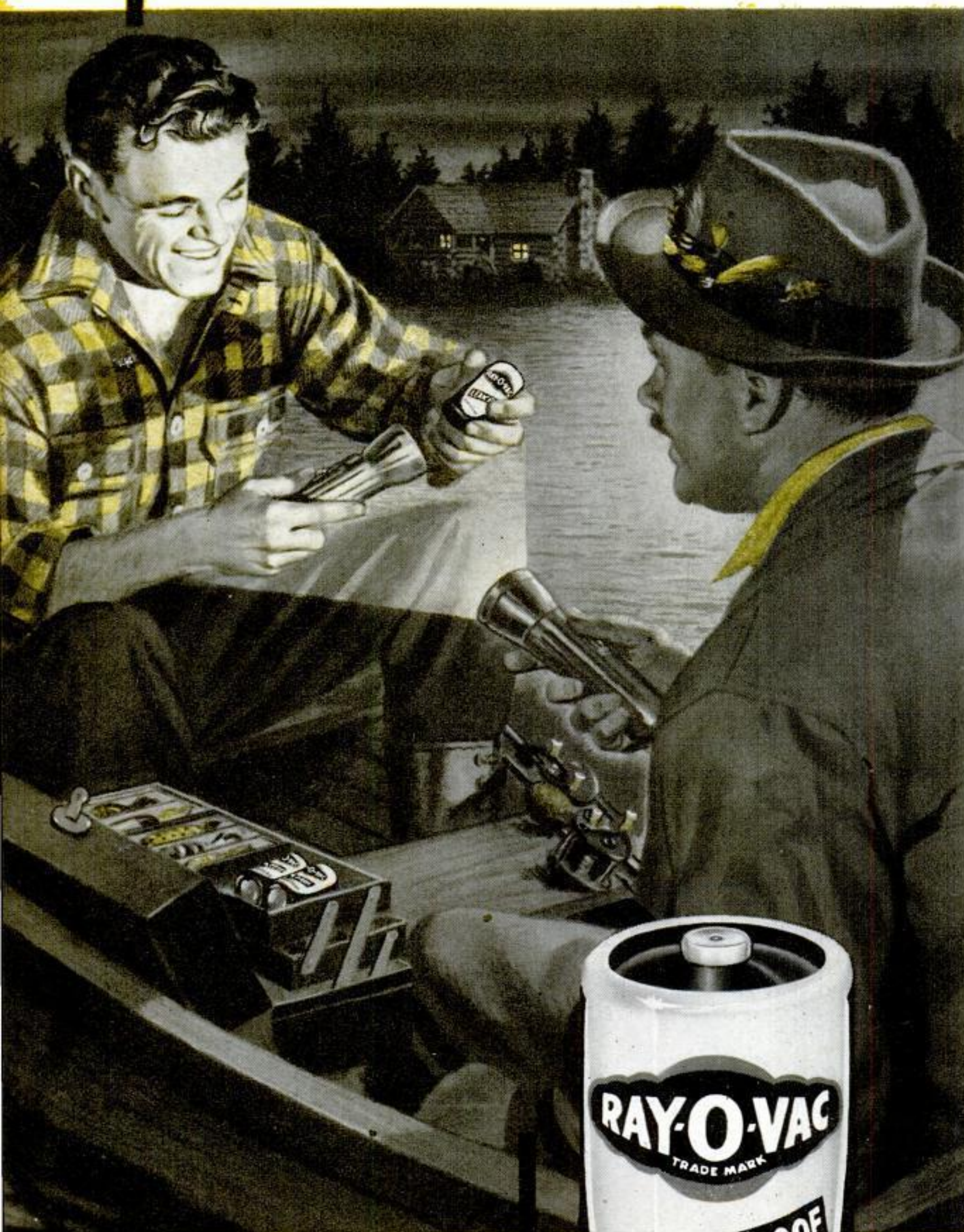
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LEAK PROOFS

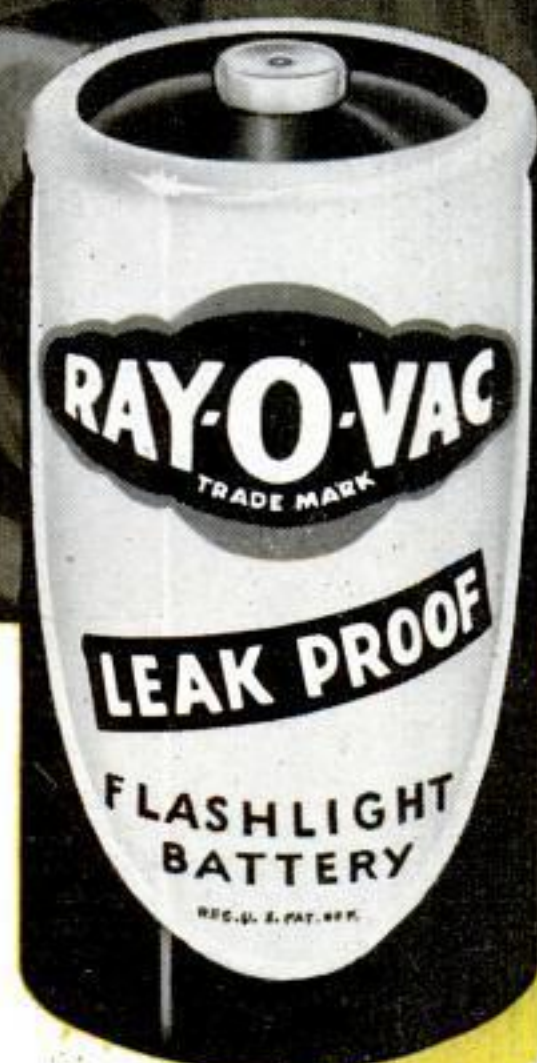
**sealed against corrosion...
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Ray-O-Vac LEAK PROOFS keep your flashlight *safe* from corrosion—they're insulated and sealed-in-steel to keep corrosive battery materials from damaging your flashlight. And this same patented construction prevents loss of battery energy. LEAK PROOFS *stay fresh* 'til you need them! For FREE helpful "Flashlight Service Guide" write Dept. L-2, Ray-O-Vac Company, Madison 3, Wisconsin.

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If your flashlight is damaged by corrosion, leakage, or swelling of this battery, send it to us with the batteries and we will give you FREE a new comparable flashlight with batteries.



**ONLY LEAK PROOFS HAVE
THE "ADDED FOUR"
THAT'S WORTH MORE**

**START WITH
A POWERFUL BATTERY**

ADD STEEL BOTTOM

ADD STEEL TOP

ADD INSULATION

ADD STEEL JACKET

**FINISH WITH
RAY-O-VAC LEAK PROOF**



BUY SPARES... THEY STAY FRESH!

Farewell to the Clowns CONTINUED



CLARK & McCULLOUGH WERE TOP TEAM

Bobby Clark acquired his baggy clothes and glasses painted on face from his early years in circuses and burlesque. His partner was fur-coated Paul McCullough, one of the best stooges who ever lived. Clark and McCullough (*above*: in *The Ramblers*, 1926) were a top comedy team. After McCullough died in 1936, Clark appeared mostly in revivals which he tore into with small regard for tradition but with hilarious results.



LAHR REACHED PEAK AS WOOD CHOPPER

Lahr's comedy, happily divorced from all sense, finds expression in weird adenoidal ejaculations like "ung-ung-ung." In all his long career in burlesque, vaudeville and movies one of Lahr's greatest moments came in a musical, *The Show Is On* (1936), in which he kidded a mush-mouthed baritone singing about a wood chopper (*above*): "A woodsman's life is the life for me in an all-wool shirt 'neath an all-wood tree."

International agreement



Around a table in some
far-off corner of the world...
or around your own fireside
at home... you'll find your guests
in agreement when Schlitz
appears. The fame of Schlitz is
known to everyone... to friends
across the seas as well as
neighbors across the street.
And the quality of Schlitz is as
famous as its name. In every
land and language, the beer that
made Milwaukee famous stands
as a symbol of the finest in beer.

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EVERSHARP Presentation Pen

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Writes with your own characteristic flexibility of line and shading. Exclusive Magic Feed prevents leaking. Rich 14-kt. gold-filled cap and gem-like plastic barrel. Set complete with Eversharp Repeater Pencil, \$14.75.

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Rolls ink on dry. Ends the nuisance of constant refilling. Never fails. Has new CA* Spiral Cartridge, with visible ink supply—exclusive Eversharp patent. Smart combination of stainless steel cap, 10-kt. gold-filled clip, lustrous plastic barrel.

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Every day more sensible folks are switching to this
agreeably gentle whiskey, Calvert. It's such an amiable blend...
wisely light... pleasantly palatable in highball,
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delighted discovering for yourself why

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Reserve OR Special

Calvert Distillers Corporation, New York City. 86.8 Proof. Calvert "Reserve"—65% Grain Neutral Spirits... Calvert "Special"—72½% Grain Neutral Spirits



ALL 18 SHOPS LOOK EXACTLY LIKE THIS

MAMMOTH SUNDAE

Fantastic new concoction costs teen-agers \$1

The gastronomic monstrosity at the right is a monument to the most long-suffering and indestructible organ known to biology, the stomach of the American child. The colossus of its kind, this confection is known in West Coast soda-fountain circles as the Moron's Ecstasy. Now proudly sold for \$1 by a chain of 18 Los Angeles ice-cream parlors (above) at the rate of approximately 3,200 a week, its staggering ingredients include a whole peach, a banana and a quart of ice cream. It was invented and labeled by one Arthur Whizin, puckish co-owner of the chain, who claims he got the idea from a nostalgic GI's ecstatic dream of home. Whizin, who is also father of the Crocodile Sniffer, Constables Pinch, Green Eyed Monster, considers the Ecstasy his triumph. For a revealing photographic record of how one of them is eaten (next page), Photographer Jack Birns enlisted the aid of a pretty, healthy, 17-year-old high-school girl named Mary Hill. As an appetizer Mary easily polished off two big doughnuts and a banana split. Then she ate her way through an Ecstasy in 15 minutes, later found there was scarcely room enough left for a skimpy dinner of two huge hamburgers, a tall glass of milk and a towering dish of fresh strawberries.

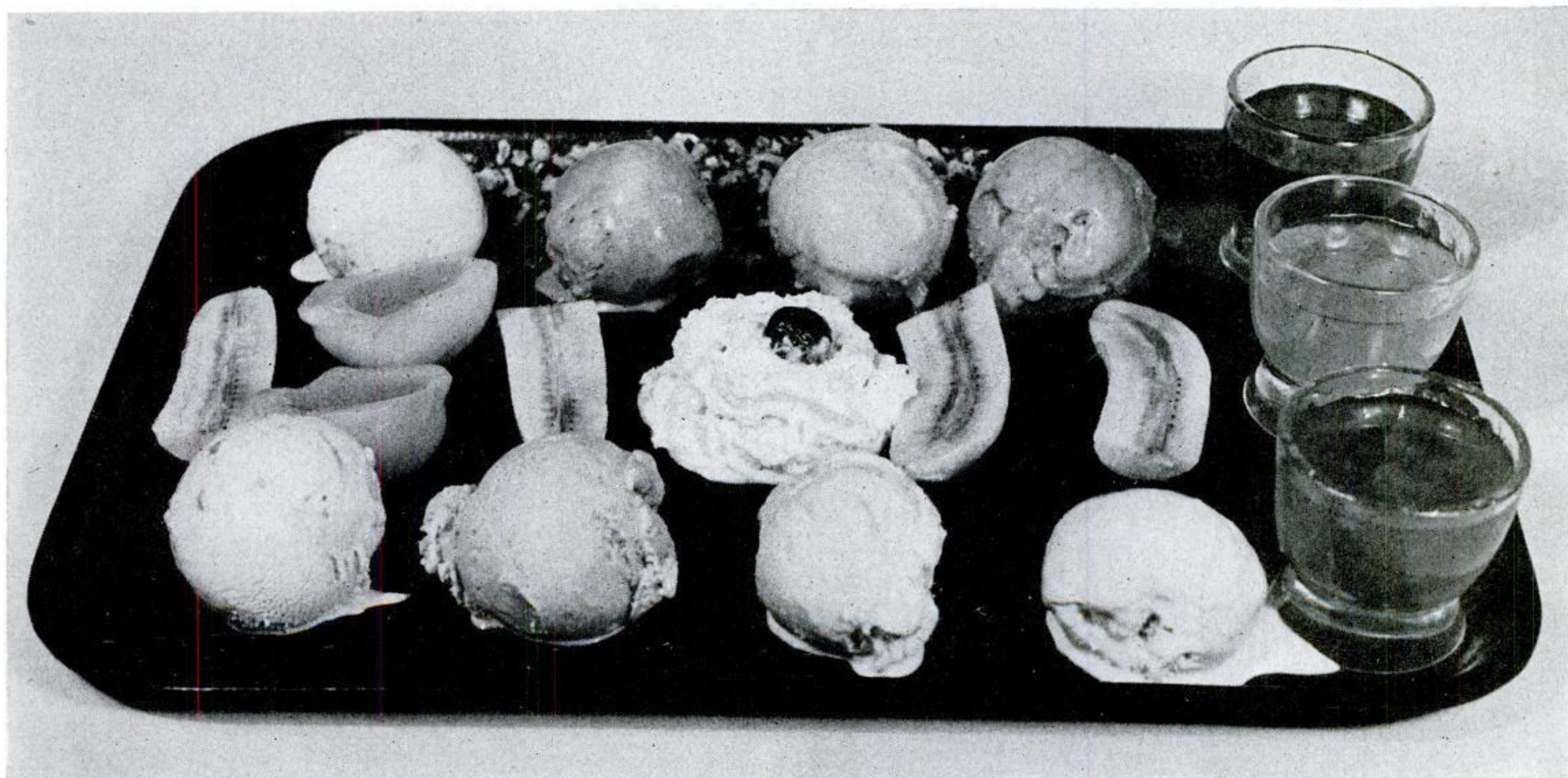


MORON'S ECSTASY \$1.00

8 FLAVORS OF ICE CREAM, APPROXIMATELY A QUART
8 FRUIT AND NUT TOPPINGS WHICH INCLUDES:
BANANAS • 2 HALVES MELBA PEACH • RASPBERRIES •
MIXED NUTS • MARASCHINO CHERRIES •
TUTTI FRUITI • PINEAPPLE • WHIPPED CREAM •

NOTICE : The management assumes no responsibility of any kind, shape or manner. Any person moron enough to finish a Moron's Ecstasy is eligible for membership in the Royal Order of Morons.

OVERLOADED GLASS bulges with ice-cream balls, syrups, fruit and nuts. If customers, who include a great many adults as well as kids, can finish two Ecstasies, they get the second one free.



ECSTASY INGREDIENTS are rammed into a tall glass in this order: pineapple; ice cream; raspberry; both halves of a peach; more ice cream; tutti frutti; more ice

cream; maraschino cherries, sliced bananas; more ice cream. Then the whole thing is capped with a blob of whipped cream heavily sprinkled with mixed nuts and a cherry.

MOUTHFUL BY MOUTHFUL, MARY HILL PLOUGHS PURPOSEFULLY THROUGH



MARY SMILES CONFIDENTLY AS THE BIG GASTRONOMIC ORDEAL GETS UNDER WAY



WITH THE CREAM TOPPING GONE, SHE ARRIVES DOUBTFULLY AT THE BANANA LEVEL



DOWN TO THE RASPBERRIES, MARY IS HALTED BRIEFLY BY AN INTERNAL DIFFICULTY



NEAR THE END (PINEAPPLE-SYRUP LEVEL), SHE PAUSES TO RALLY HER STRENGTH

AN ENTIRE "MORON'S ECSTASY"



WITH A MOUTHFUL OF BANANAS, CONFIDENCE RETURNS AND SHE GRINS



BOTH HANDS TILT THE GLASS FOR A STRONG FINISH, TIME: 15 MINUTES

CONTINUED ON NEXT PAGE



Take it easy and breezy!

• You owe your feet an apology if you haven't tried Koolies!

Hundreds of little perforations act like tiny fans every step you take. Down goes your "foot fahrenheit"—and up go your summer spirits. Just ask for Koolies—and keep cool.



WALK-OVER
KOOLIES



Geo. E. Keith Company
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G&D
HAS ALL 3
quality, flavor, color

• You'll make a delicious Manhattan every time when you use G & D Sweet Vermouth. It's as easy as 1-2-3, for G & D has all three: quality, flavor, color. And for the perfect Martini use G & D Dry Vermouth.

Write for new, free booklet, "So You're Going To Give A Cocktail Party" — it shows how to make praise-winning cocktails. Address a postcard to G & D, 13 Park Row, N. Y. 7.

GAMBARELLI & DAVITTO
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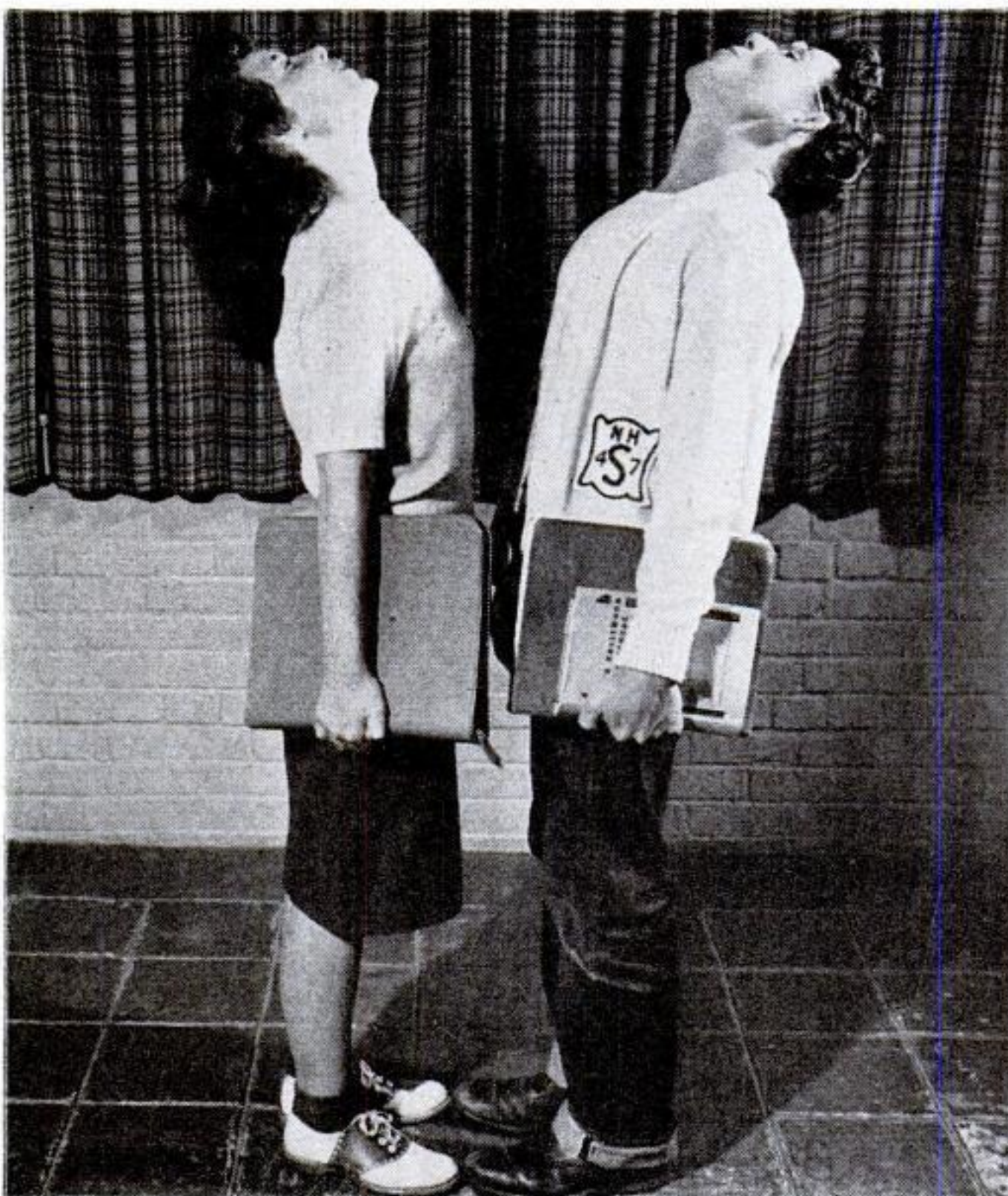
Mammoth Sundae CONTINUED

AFTER EATING, THE CUSTOMERS HOWL

Like many promoters, the vendors of Morons' Ecstasies are not content to charge a whopping price for a showy product. They consider it good business to insult the customer a little, too. Every Ecstasy consumer is offered a membership in the Royal Order of Morons, which entitles him to put on the silly performance below, known as "howelzing." This proves, apparently, that the customer has enough strength left after consuming an Ecstasy to emit a loud and victorious howl.



FIRST POSITION for howelzing is obligingly assumed by Mary Hill and Paul Leach. For no good reason, membership rules require they count five.



THEN THEY REAR BACK and howl. Harmless nonsense like this helps Whizin and Partner Sam Fischer gross an estimated \$100,000 every month.



HANDKERCHIEF TEST



PROVES VITAL ZONE SPOTLESS
AND FREE FROM "GOO"—no matter
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Weights 1/3 less!



So light, and so little bulk, even a small child can carry it! So smooth, clean, and easy-to-handle, sprinkling becomes a pleasure. Made from an extremely tough plastic in both transparent clear and in green. No more leaks, cracks, kinks, taping. Resistant to hot summer sunlight, oils, greases, acids, alkalis and solvents. Look for the **GUARANTEE Tag** on every hose. Ask your local dealer for **SANTAY PLASTIC Garden Hose**.

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DO YOU GET YOUR *Money's Worth* WHEN YOU BUY VEGETABLES?



CRUSHED ICE
KEEPS VEGETABLES
GARDEN-FRESH, VITAMIN-RICH!

When you buy vegetables do you actually get the vitamins that are so essential to health?

Don't waste good money on wilted, dried-out, vitamin-starved vegetables!

As the result of a recent nation-wide research program participated in by the Biochemistry Departments of fourteen leading universities, startling new facts have been established.

It has been proved that most of our favorite vegetables lose vitamins at an alarming rate *while in the store*—unless they are constantly protected *with ice!*

Here are some of the findings: Unless iced, spinach loses nearly 45 per cent of its health-

giving vitamin C in 8 hours—and lettuce 22 per cent! Celery loses 25 per cent in 12 hours—green beans, 25 per cent in 18 hours—peas, 33 per cent in 24 hours.

Naturally, you want vegetables that really contain all the precious vitamins nature provides. And you can get them. *For the sake of your family's health*, patronize up-to-date stores where produce is bedded in pure, sparkling *crushed ice* to keep it garden-fresh and *vitamin rich*—crisp, delicious and *fully nutritious*.

FREE! Drop a postcard today for your copy of "Nature's Treasury of Health"—it will help you plan vitamin-rich meals. *No obligation.*

NATIONAL ASSOCIATION OF ICE INDUSTRIES, 1706 L St., N. W., Washington 6, D. C.



Ice protection starts right on the farm, where vegetables are packed in alternating layers of finely crushed ice...



Then the crates go into refrigerator cars or trucks and "snow" ice is blown over, between and all around them...



Reaching the modern market, the produce is placed on iced displays to keep it garden-fresh and vitamin-rich...



And in the home, the modern ICE refrigerator gives vegetables and all other foods complete, scientific protection.



*Stop -
Linger and
Listen!*

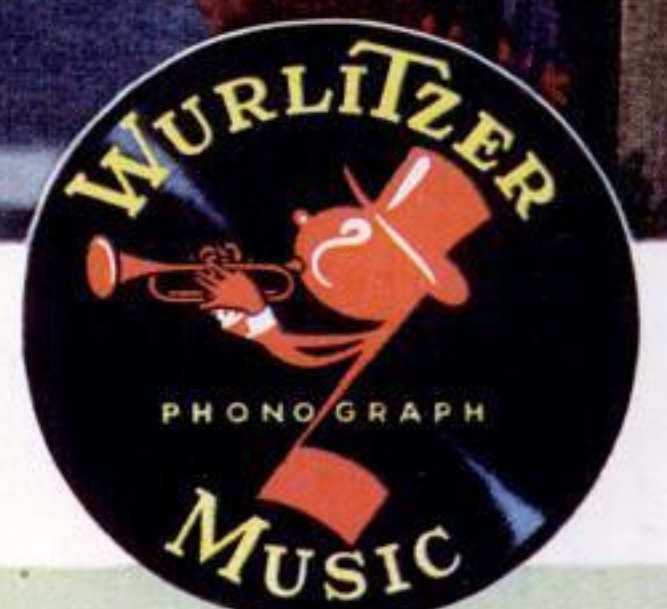


Musical Fun for Everyone

Want to add fun to your trip? Take this tip. Pause here and there where you can enjoy Wurlitzer Music. It's guaranteed to add joy to your journey.

Each friendly oasis invites you to stop for a snack, to linger and listen to your favorite tunes played by the world's top bands as only a Wurlitzer can play them. The Rudolph Wurlitzer Company, North Tonawanda, New York. ★ ★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS *Music* TO MILLIONS

The music of Wurlitzer pianos, accordions, commercial phonographs and electronic organs is heard "round the world." The Rudolph Wurlitzer Company is America's largest manufacturer of pianos all sold under one name...also the nation's largest, best known producer of juke boxes and accordions.

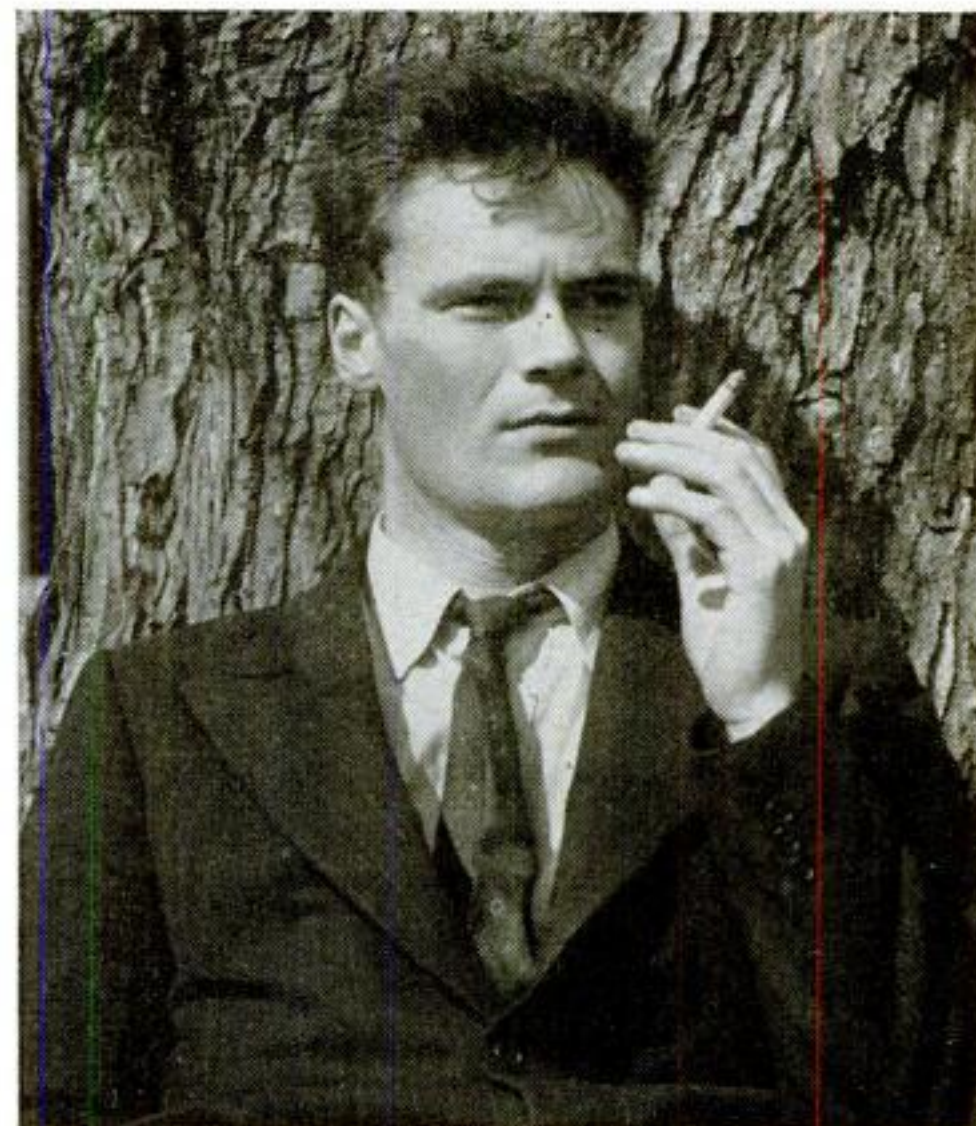
Prize Poet

ROBERT LOWELL WINS THE PULITZER AWARD

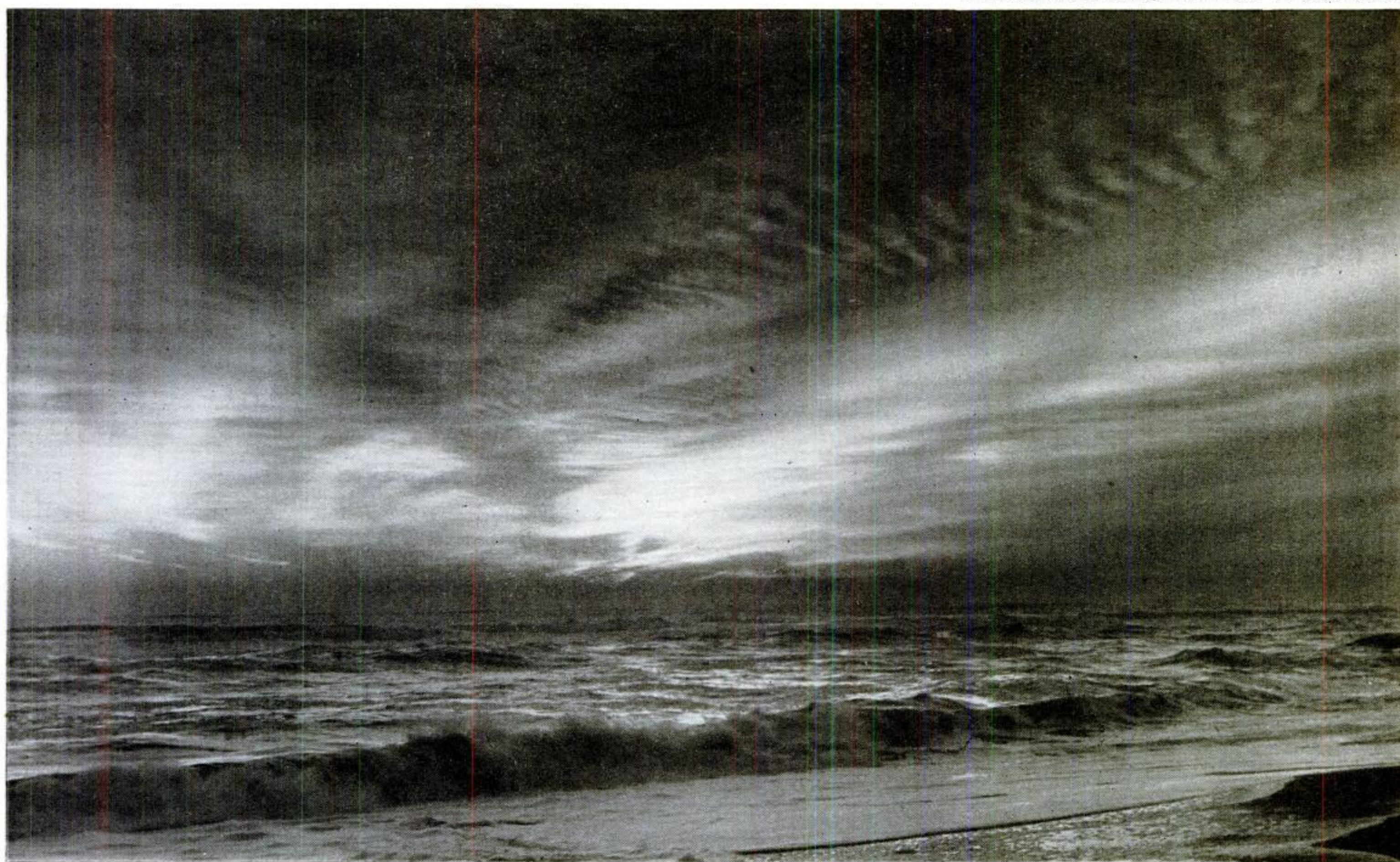
For that minority of Americans who read poetry, 30-year-old Robert Lowell has already reached the stature of a major literary figure. That estimate was given wider confirmation last week when Lowell's latest book of hard-bitten, gloomy verse, *Lord Weary's Castle* (Harcourt, Brace & Co., \$2.50), won the Pulitzer Prize. A Lowell of Boston, he has been, like his great-granduncle James Russell Lowell and his cousin Amy Lowell, both poet and nonconformist. As a student he roused the ire of the Lowells by changing from Harvard to Kenyon College. During World War II, after two unsuccessful attempts to enlist in the Navy, he became a con-

scientious objector, spent five months in prison.

Lowell writes with Old Testament somberness about death and about a world of violent passions in which the individual soul battles against the inertia of society. He uses established and familiar poetic forms, but his tight, allusion-packed images are not easily understood. His *Quaker Graveyard in Nantucket*, two stanzas of which are printed below, is an elegy on his cousin whose ship was torpedoed in the North Atlantic. The poem describes the recovery of the body and its burial at sea. This tragedy reminds the poet of another tragic Nantucket sailor, Ahab, the whaler hero of *Moby Dick*.



LOWELL IS A SHY, AMIABLE YOUNG MAN



The Quaker Graveyard in Nantucket

(FOR WARREN WINSLOW, DEAD AT SEA)

Let man have dominion over the fishes of the sea and the fowls of the air and the beasts and the whole earth, and every creeping creature that moveth upon the earth.

I

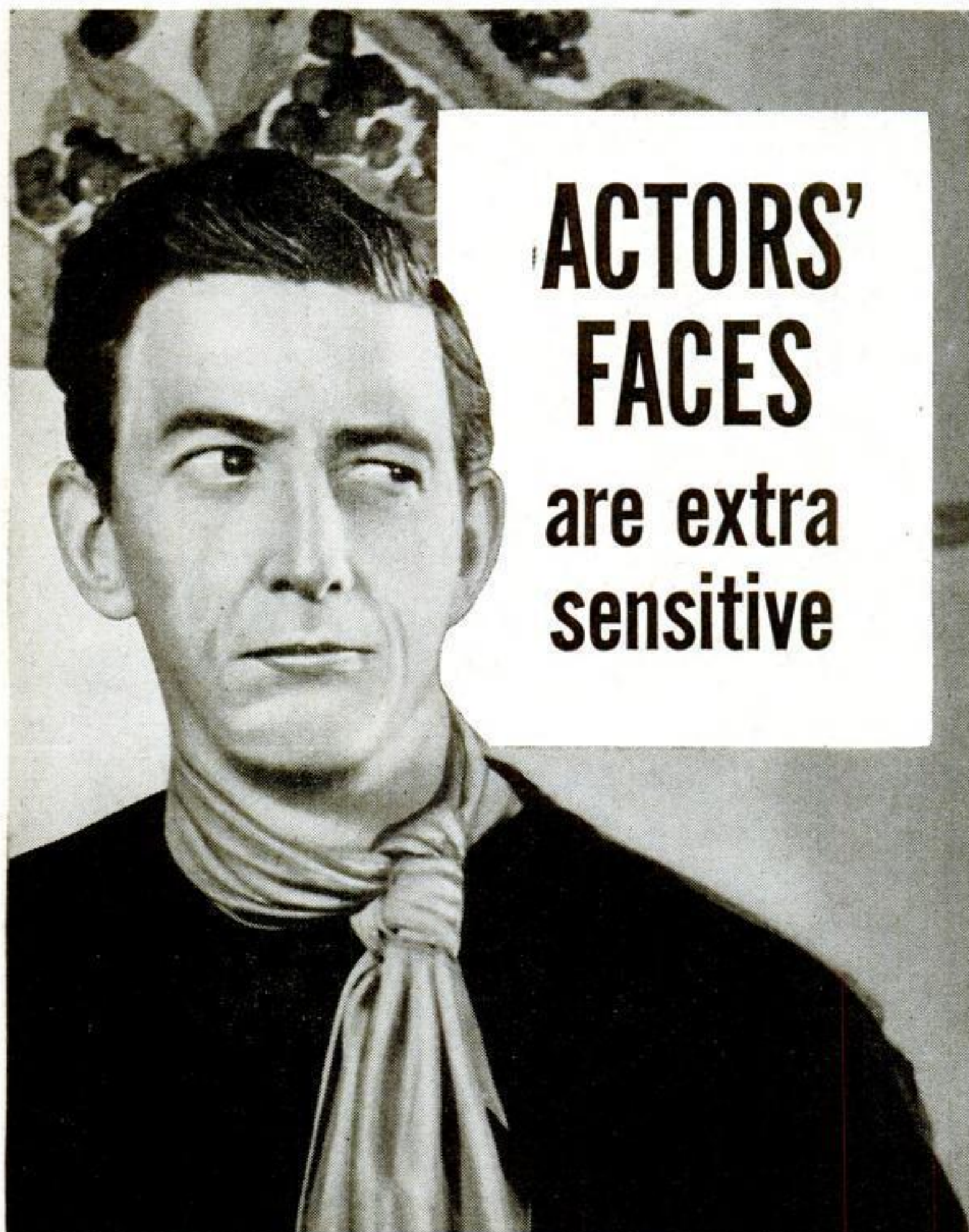
A brackish reach of shoal off Madaket,—
The sea was still breaking violently and night
Had steamed into our North Atlantic Fleet,
When the drowned sailor clutched the drag-net. Light
Flashed from his matted head and marble feet,
He grappled at the net
With the coiled, hurdling muscles of his thighs:
The corpse was bloodless, a botch of reds and whites,
Its open, staring eyes
Were lustreless dead-lights
Or cabin-windows on a stranded hulk
Heavy with sand. We weight the body, close

Its eyes and heave it seaward whence it came,
Where the heel-headed dogfish barks its nose
On Ahab's void and forehead; and the name
Is blocked in yellow chalk.
Sailors, who pitch this portent at the sea
Where dreadnaughts shall confess
Its hell-bent deity,
When you are powerless
To sand-bag this Atlantic bulwark, faced
By the earth-shaker, green, unwearied, chaste
In his steel scales: ask for no Orphean lute
To pluck life back. The guns of the steeled fleet
Recoil and then repeat
The hoarse salute.

II

Whenever winds are moving and their breath

Heaves at the roped-in bulwarks of this pier,
The terns and sea-gulls tremble at your death
In these home waters. Sailor, can you hear
The Pequod's sea wings, beating landward, fall
Headlong and break on our Atlantic wall
Off 'Sconset, where the yawing S-boats splash
The bellbuoy, with ballooning spinnakers,
As the entangled, screeching mainsheet clears
The blocks: off Madaket, where lubbers lash
The heavy surf and throw their long lead squids
For blue-fish? Sea-gulls blink their heavy lids
Seaward. The winds' wings beat upon the stones,
Cousin, and scream for you and the claws rush
At the sea's throat and wring it in the slush
Of this old Quaker graveyard where the bones
Cry out in the long night for the hurt beast
Bobbing by Ahab's whaleboats in the East.



**ACTORS'
FACES
are extra
sensitive**

**—that's why Ray Bolger
shaves with soothing WILLIAMS**

"WEARING and removing heavy stage make-up keeps my face tender and sensitive," says Ray Bolger, star of the hit musical, "Three to Make Ready." "But getting close, comfortable shaves is no problem since I started using Williams Shaving Cream. It's easy on the skin—never irritates."

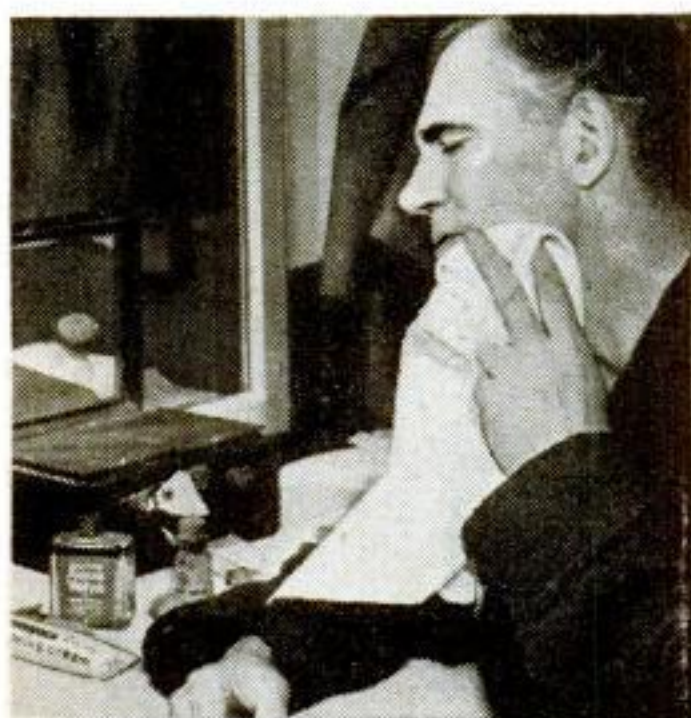
Williams is gentle to the tenderest skin because it is made only from bland, top-quality ingredients, blended together as precisely as a doctor's prescription. In Williams, you enjoy the benefits of over one

hundred years' experience in making fine shaving preparations.

Close, easy shaves

Williams creamy, whisker-wilting lather soaks wiry beards *completely* soft. It lets your razor shave quickly and cleanly without scrape or burn—leaves your face feeling easier, refreshed, more fit.

Try Williams—and see if you don't enjoy the smoothest shaves you've ever had. If you prefer a brushless shave, use the new heavier, richer Williams Brushless Cream.



WALTER HUSTON, shown here in his dressing room, is another distinguished actor who shaves with Williams. He says: "Taking off make-up, removing grease paint and powder nightly leaves my face sensitive. That's why I swear by Williams Shaving Cream. It's a star beard softener—yet it never irritates my face."



★ ★ ★ ★ ★ ★ ★ ★ ★ ★
NOTE — BRUSHLESS SHAVERS — Williams has the same luxurious shaving cream qualities in a new heavier, richer Williams Brushless Cream.

POET WRITES ABOUT THE SEA AND DEATH

Salem

In Salem seasick spindrift drifts or skips
To the canvas flapping on the seaward panes
Until the knitting sailor stabs at ships
Nosing like sheep of Morpheus through his brain's
Asylum. Seaman, seaman, how the draft
Lashes the oily slick about your head,
Beating up whitecaps! Seaman, Charon's raft
Dumps its damned goods into the harbor-bed,—
There sewage sickens the rebellious seas.
Remember, seaman, Salem fishermen
Once hung their nimble fleets on the Great Banks.
Where was it that New England bred the men
Who quartered the Leviathan's fat flanks
And fought the British Lion to his knees?

One of Robert Lowell's best-known shorter poems, *Salem*, is a lament for dead sailors and for the past greatness of the port of Salem. Here, as in all his poems, Lowell is suggestive rather than strictly literal and each image has many overtones of meaning. In the first few lines, the poet creates an image of a sailor, half asleep and dreaming as he works with a knitting needle, reminded by spindrift of fleets of ships. Then the poem suddenly pictures a drowned seaman, floating in the oily water around his torpedoed ship. Preoccupied with the idea of death, the poet talks of Charon, Greek mythological ferryman of the dead, and of the corpses—the "sewage"—of sailors from sunken ships. In the last lines, Lowell mourns the days of Salem's famous whalers and privateers who fought the British.

The Dead in Europe

After the planes unloaded, we fell down
Buried together, unmarried men and women;
Not crown of thorns, not iron, not Lombard crown,
Not grilled and spindle spires pointing to Heaven
Could save us. Raise us, Mother, we fell down
Here hugger-mugger in the jellied fire:
Our sacred earth in our day was our curse.

Our Mother, shall we rise on Mary's day
In Maryland, wherever corpses married
Under the rubble, bundled together? Pray
For us whom the blockbusters marred and buried;
When Satan scatters us on Rising-day,
O Mother, snatch our bodies from the fire:
Our sacred earth in our day was our curse.

Mother, my bones are trembling and I hear
The earth's reverberations and the trumpet
Bleating into my shambles. Shall I bear,
(O Mary!) unmarried man and powder-puppet,
Witness to the Devil? Mary, hear,
O Mary, marry earth, sea, air and fire;
Our sacred earth in our day is our curse.

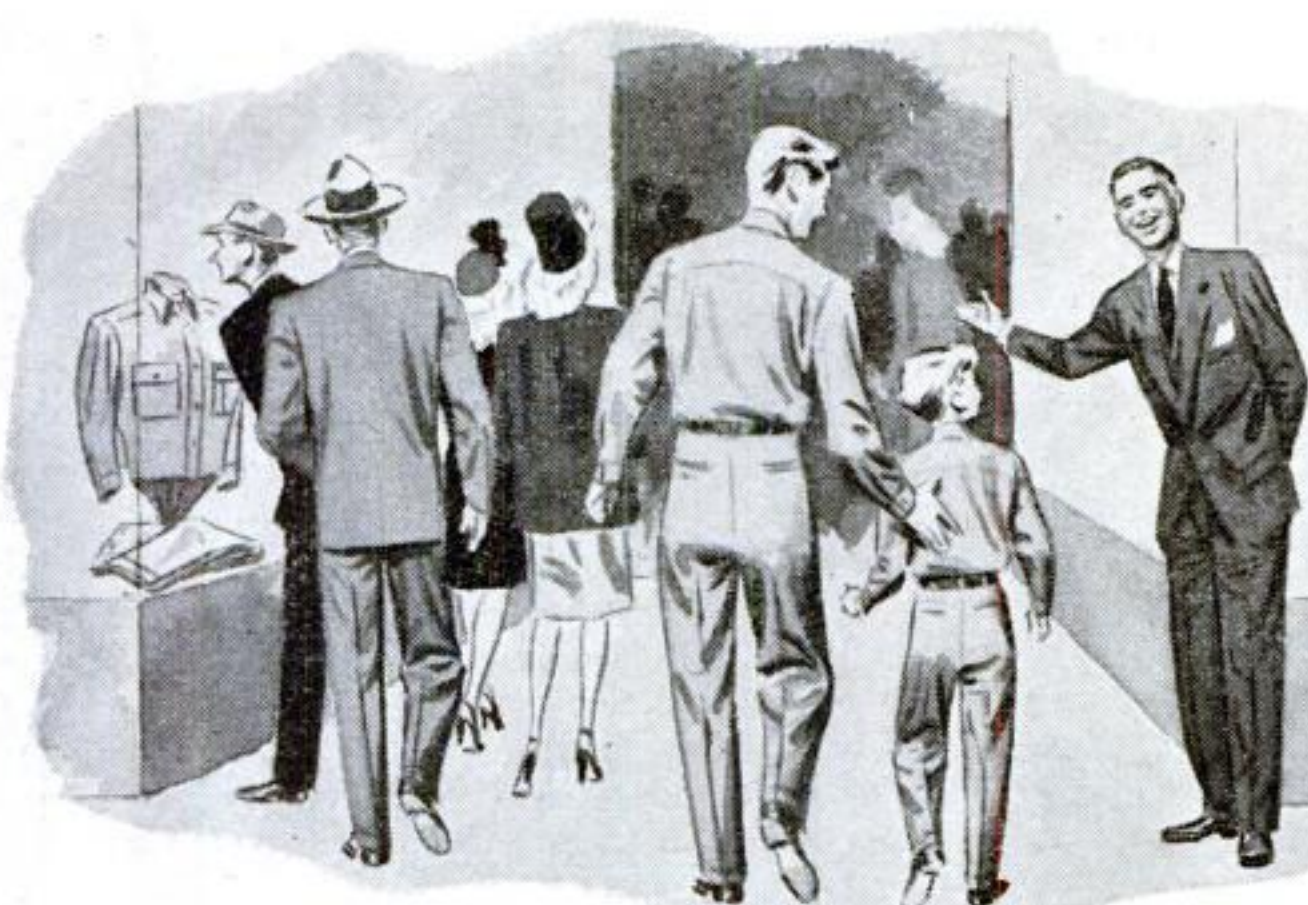
An ode on the victims of war bombings, *The Dead in Europe* was written during World War II at the time when Lowell was particularly perturbed by the problem of whether or not to become a conscientious objector. Again here his use of poetic imagery is of a highly graphic and suggestive order. "Jellied fire" refers to flame-throwers. Though born into a traditionally Protestant family, Lowell turned Catholic in 1940. This poem is colored by Catholic feeling. In it the dead ask the intercession of Mother Mary at the day of Resurrection, expressing in the refrain "Our sacred earth..." their symbolic fear of damnation unless they are buried, as Catholics should be, in blessed ground. The last stanza is personal, the poet expressing his feeling that the world today is irreligious and immoral.

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CONTINUED ON PAGE 94

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**New! 2 Large Pockets with Flaps
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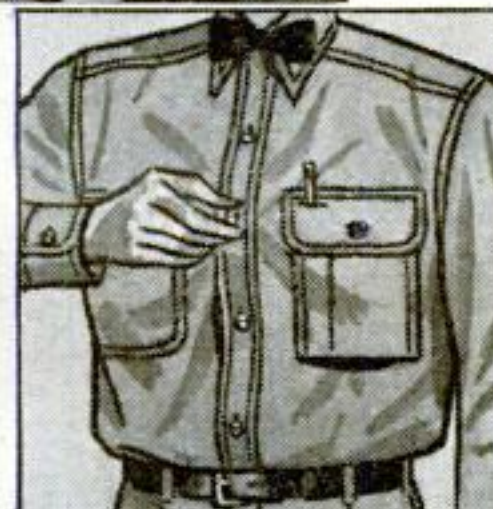
**Danger-Check Safety Cuffs*
Elbow-Action Sleeves***



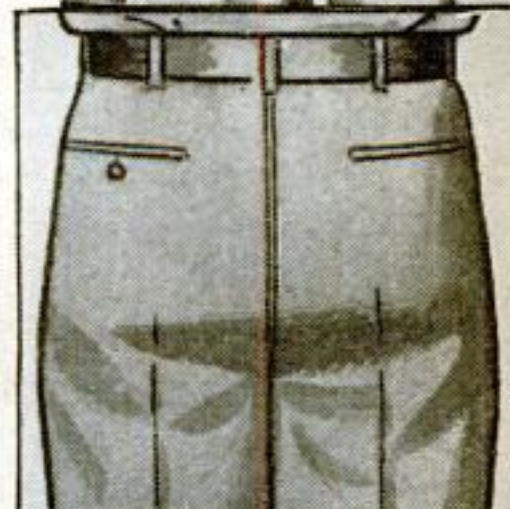
**Non-Jab Pencil and Wet-Resistant
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**Big Yank Strainproof Yoke*
for Longer Wear**



**Buttons Stay on Longer—
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**Full-Cut Comfortable Roominess—
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To smokers
with
SINUS
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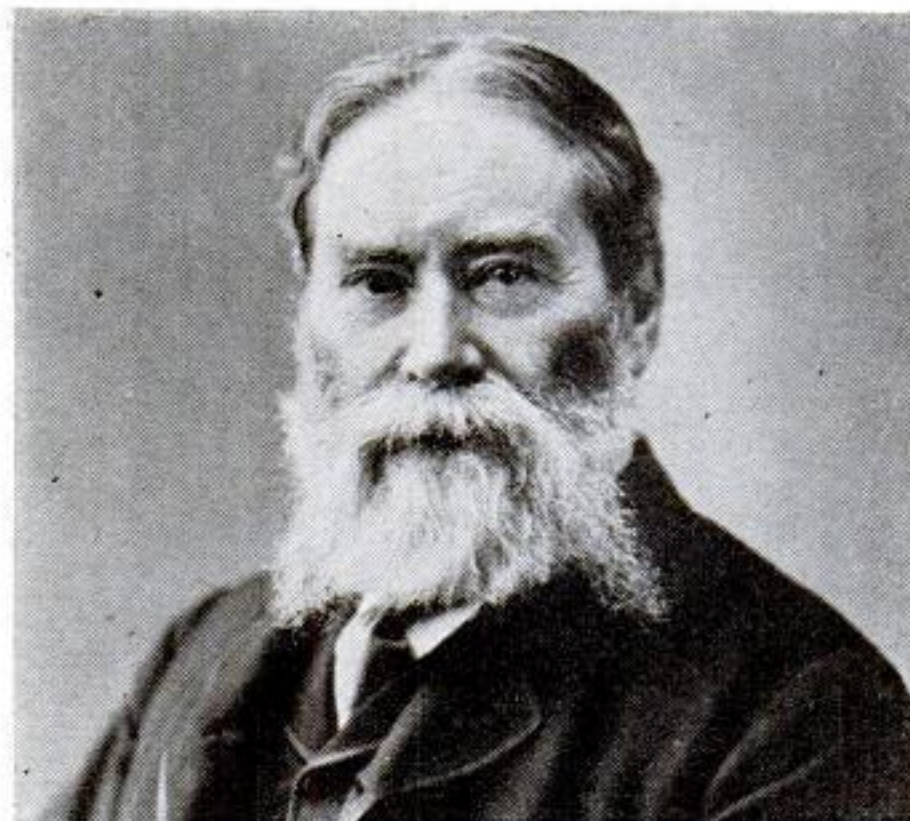

After use, filter turns dark as it absorbs nicotine and tars

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OTHER LOWELLS WON DISTINCTION AS POETS



James Russell Lowell

Robert Lowell's great-grandfather's brother was the famous poet James Russell Lowell (1819-91) best known for his long poem, *The Vision of Sir Launfal*. An editor, lecturer and diplomat, James Russell was one of most revered literary figures of Victorian era. Here are two stanzas of his *The First Snowfall*.

The snow had begun in the gloaming,
And busily all the night
Had been heaping field and highway
With a silence deep and white.

Every pine and fir and hemlock
Wore ermine too dear for an earl,
And the poorest twig on the elm-tree
Was ridged inch deep with pearl.



Amy Lowell

The famous New England woman poet Amy Lowell (1874-1925) was Robert Lowell's distant cousin. A woman of considerable physical as well as mental girth, she was a feminist and smoked long Manila cigars. She was one of the first American poets to write free verse. Here are the opening lines of her *Patterns*.

I walk down the garden paths,
And all the daffodils
Are blowing, and the bright blue squills.
I walk down the patterned garden paths
In my stiff, brocaded gown.
With my powdered hair and jeweled fan,
I too am a rare
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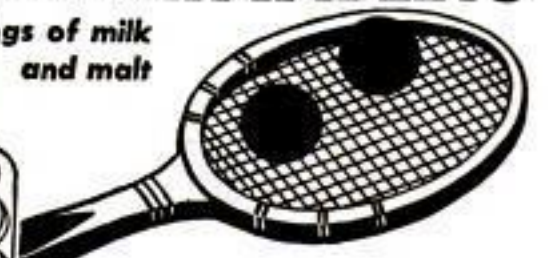
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IN A FIELD OUTSIDE ABILENE, KAN. THREE GREYHOUNDS ARE RESTRAINED BY HANDLER DARLENE COFFELT AS THEY LIMBER UP FOR NATIONAL COURSING TRIALS

COURSING TRIALS

**Greyhounds race 40 miles per hour
after live jack rabbits in Kansas**

From April 20 to April 27 a field outside Abilene, Kan. swarmed with 423 galloping greyhounds and countless dismayed rabbits. The occasion was the spring trials of the National Coursing Association, devoted to the sport of chasing the rabbits with the dogs. For eight days the owners matched their expensive, carefully trained dogs for prizes totaling \$8,500. They also wagered undetermined and illegal amounts on the side.

The sport of coursing takes place in an outdoor

arena 1,400 feet long and 600 feet wide. A jack rabbit gets a head start of 70 yards before two competing greyhounds are "slipped" in pursuit (*next page*). Each race lasts a maximum of one minute. Judges grade the dogs on speed, which gets up to 40 mph, and on several points of agility, including proficiency in the kill. Only about 15% of the rabbits get killed, however. The others outmaneuver the dogs, escape through hatches at the opposite end of the course and live to be chased again.

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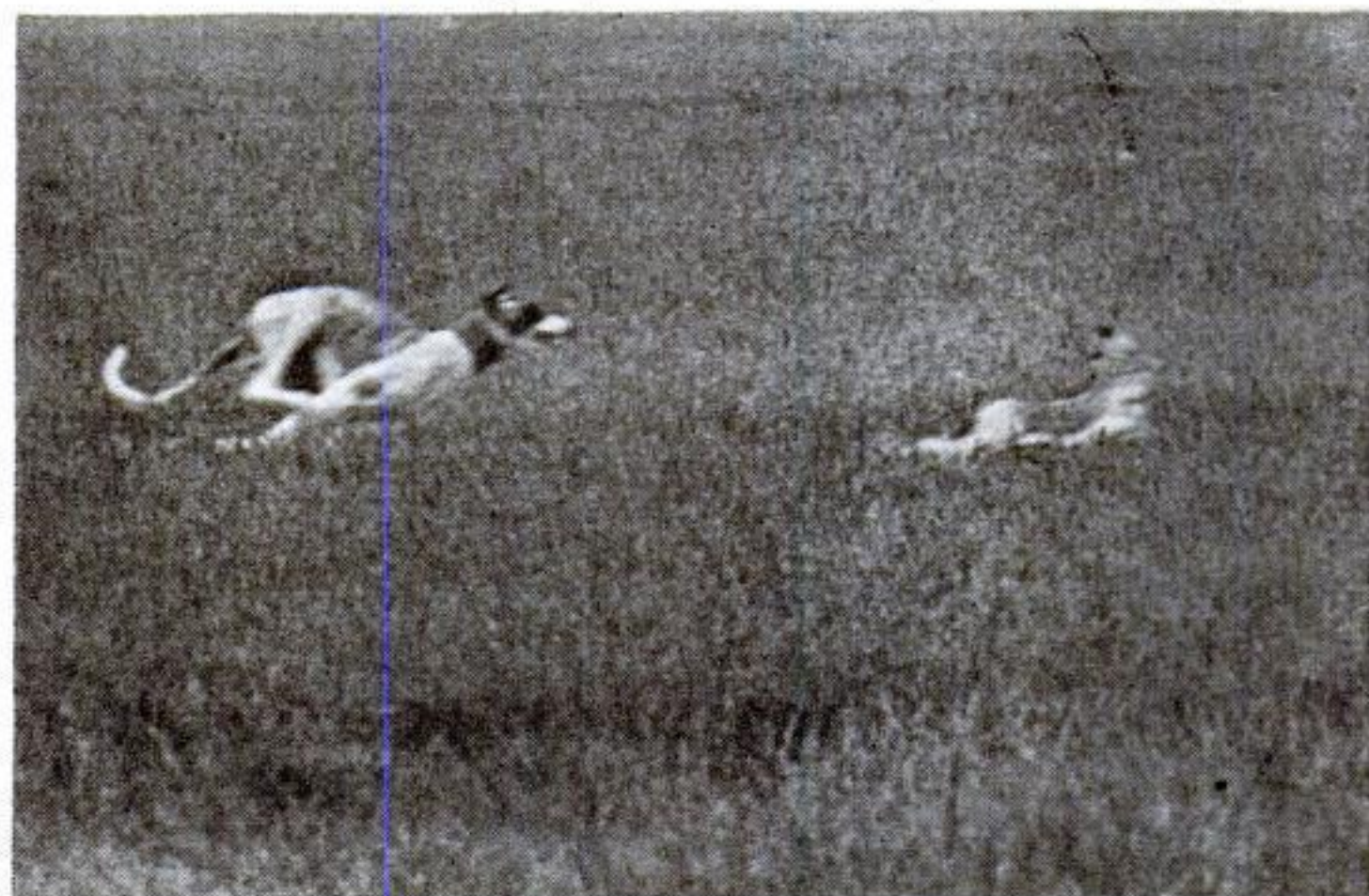
Coursing Trials CONTINUED



"SLIPPED" OF THEIR HARNESS TWO GREYHOUNDS START IN PURSUIT OF



SMART RABBIT is one which runs straight down course (above) for escape hatch. Handlers call these "good rabbits" because they test the dogs' speed.



AT 40 MPH, greyhound is gaining ground on his scooting prey. Dog scores point for each length he is ahead of rival when they catch up with the rabbit.

The girls who married TWIN brothers



"TWINs MAY LOOK ALIKE, but they don't *think* alike. The twin I married is one of those golfers who tees off at dawn, can't see his brother's tennis at all. But they both play along with TruVal shirts. I'm for 'em, too. That two-tone sport shirt is just one of a drawerful of fine, long-wearing TruVals I bought him."



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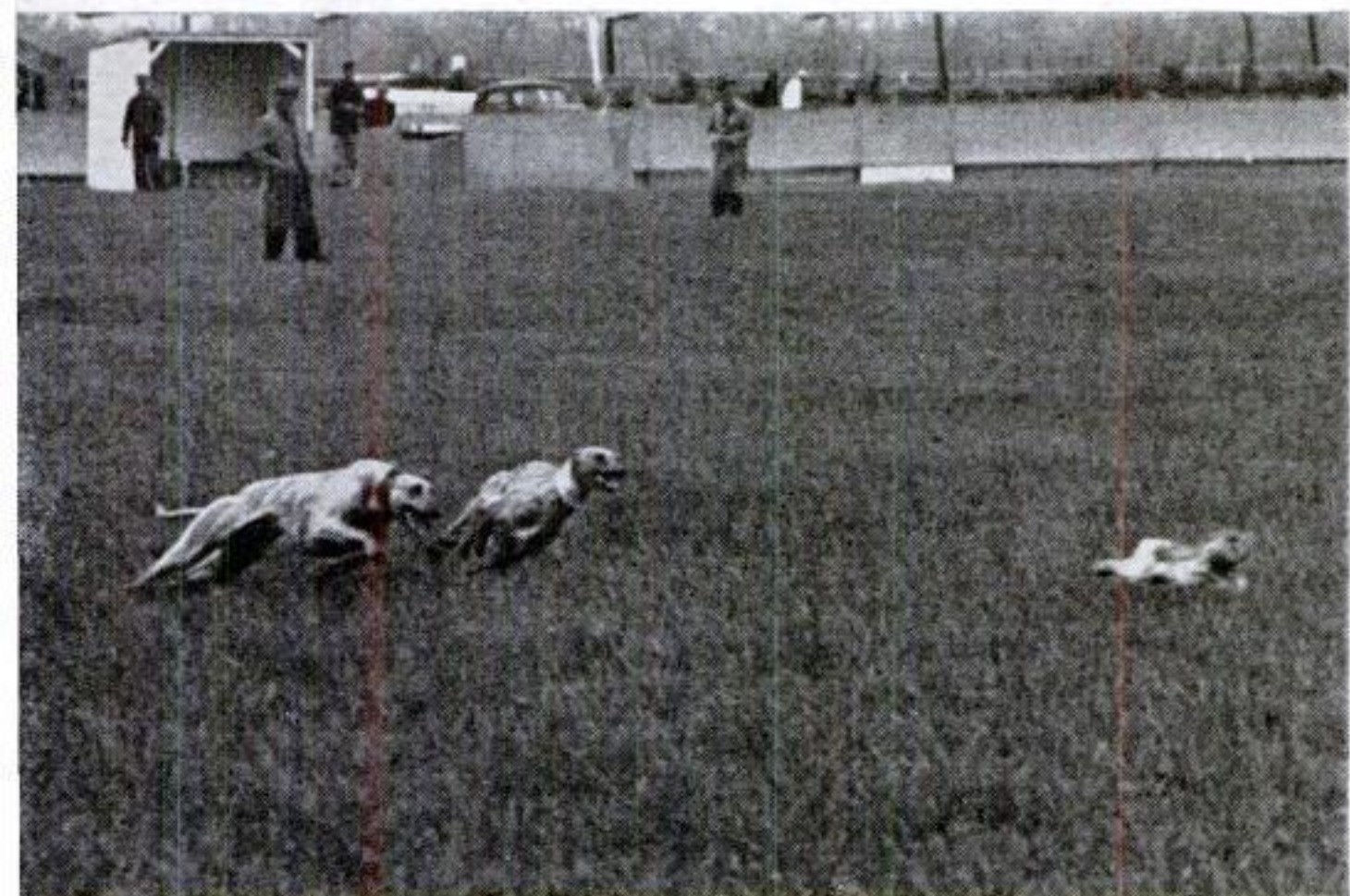
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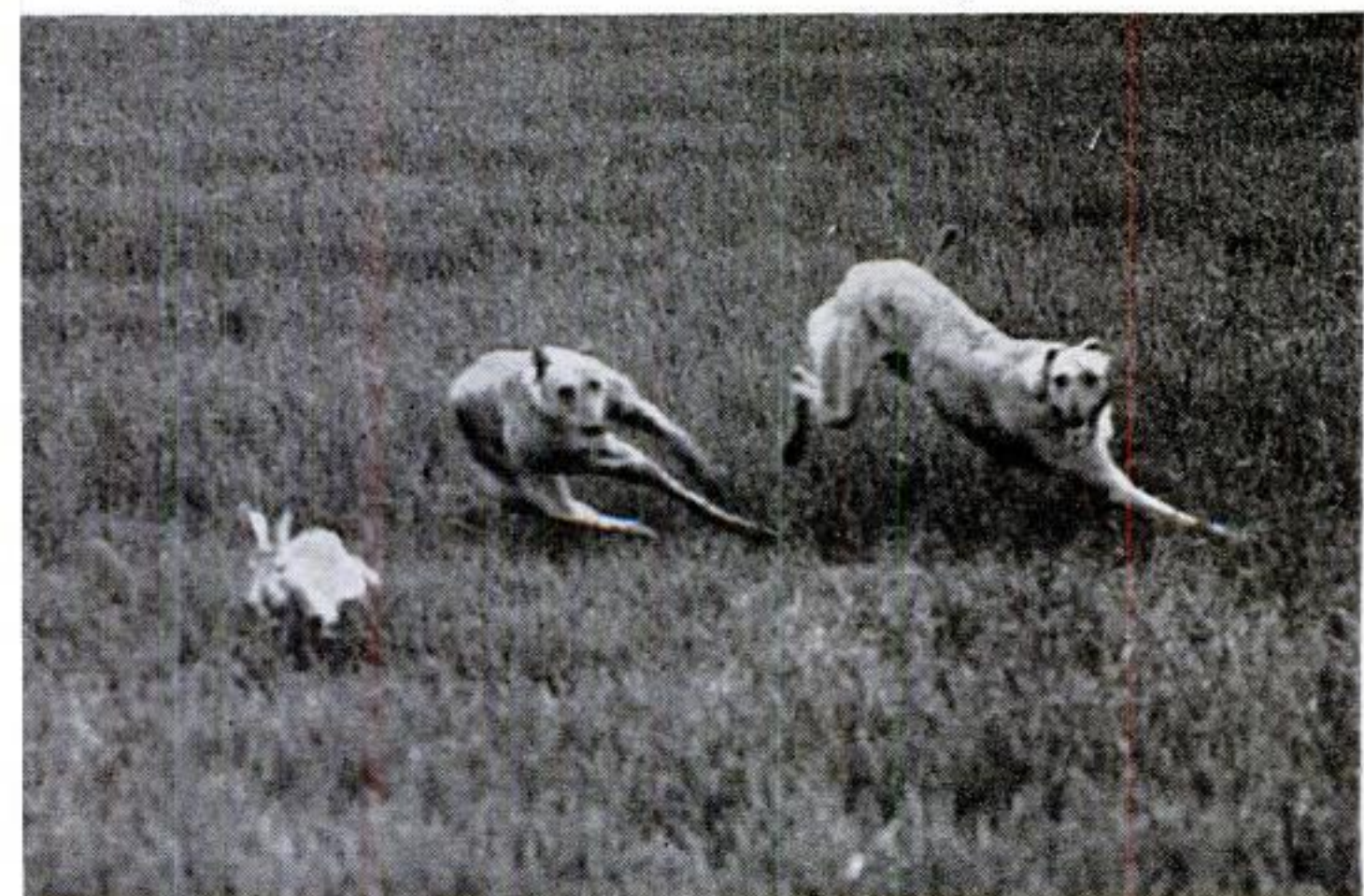
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RABBIT. EXPERT HENRY BARTLETT GETS \$15 A DAY FOR SLIPPING THEM



NECK-AND-NECK, two greyhounds close the gap on a jack rabbit which is making a beeline for escape hatch. Fast rabbit often gets there in 30 seconds.



EVASIVE ACTION saves agile rabbit momentarily. If he is still dodging after a minute, third dog is sent in to help chase him off the field or kill him.

CONTINUED ON NEXT PAGE



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Coursing Trials CONTINUED



JUDGING TOWERS give a clear view of field. Judges have marbles corresponding to color of each dog's collar, vote by dropping marble down tin pipe.



AWAITING THEIR TURN, jack rabbits sit in feeding pen. They are lured by flashlights at night, caught in nets. Abilene coursing trials used 400 rabbits.

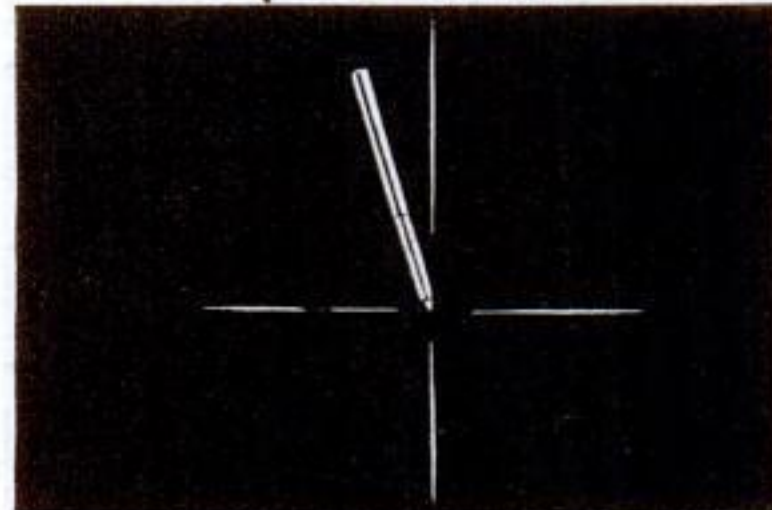
SOME SAY RABBITS HAVE REAR VISION

Coursing is much older than the more popular sport of greyhound racing on dog tracks. It was introduced to Kansas by English and Irish settlers in the 19th Century primarily to combat the jack-rabbit scourge. Now, with Kansas' jack-rabbit population depleted, coursing has reverted to its original sporting status, and it takes several weeks to catch enough rabbits (above) for a week's racing. Kansas still has plenty of cottontail rabbits, but they are no good for coursing. They refuse to run in a straight line.

When a jack rabbit is released at the start of a trial he heads for the other end of the course at a fast lope. By the time he is in midfield the faster greyhounds are catching up. Then the rabbit pins back his ears and really starts running. Coursing fans insist that when a jack rabbit pins back his ears he has rear vision. But occasionally a rear-vision rabbit hits the fence, bounces off and gets killed in one swift crunch of powerful jaws.

On the sidelines are three judges in towers (top picture) and the dogs' handlers. The handlers may not shout encouragement to their dogs. This practice was halted last year because of a man named George Lippold who was the champion hog-caller of Avoca, Iowa. Mr. Lippold's dog was accustomed to his owner's bellow but it made the other dogs turn around with curiosity and lose the race. One problem still unsolved in coursing is catching the dogs after a race. The handlers now have to chase them all over the field, and two men have dropped dead in the process. One such incident recently held up the meet nearly an hour. The coroner was out of town and nobody knew what to do with the body.

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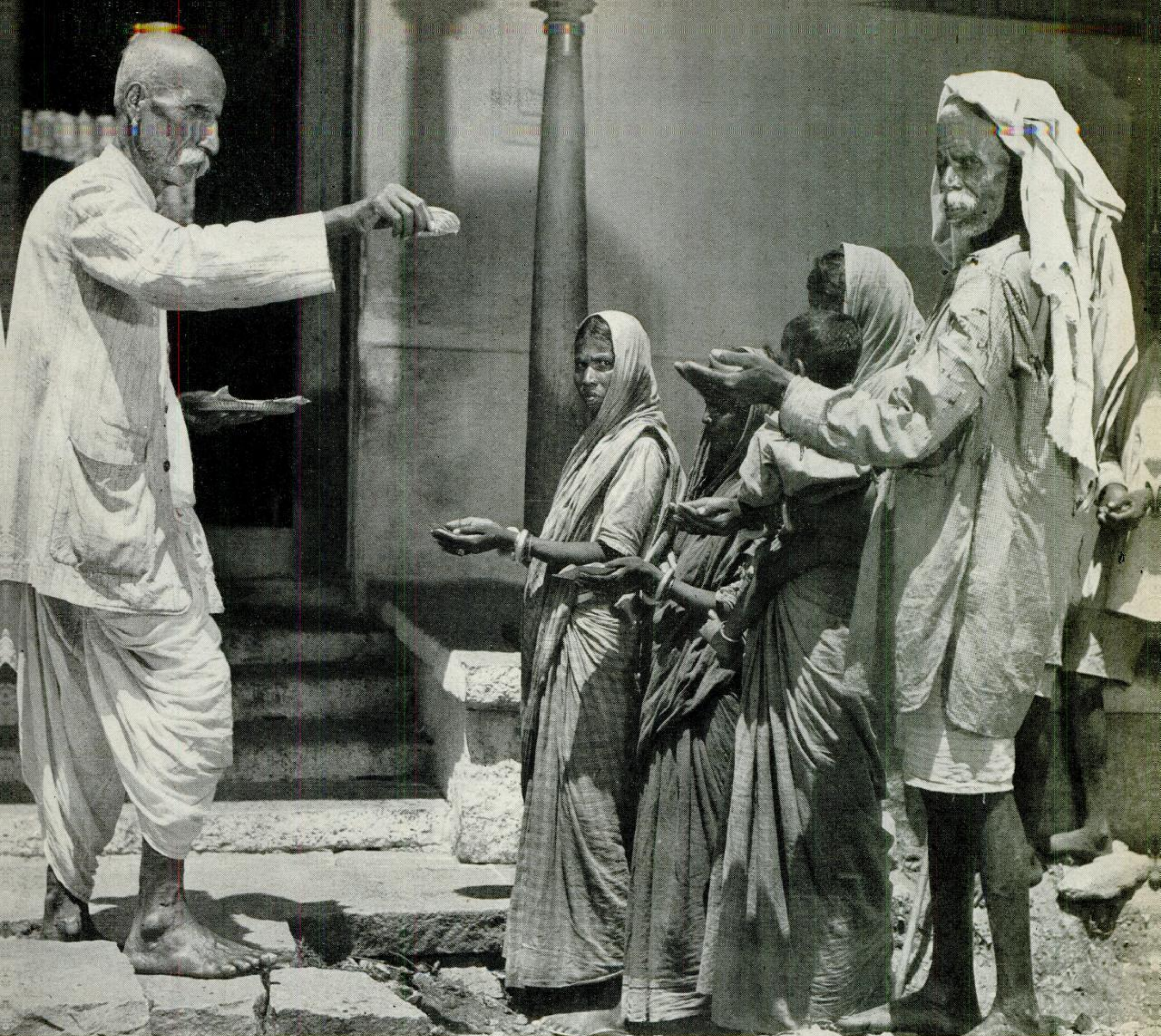
which packages more than 2,500 items. The picture above shows only 18 of them in use. How many can you find? Now check your score with the list below.

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A HIGH-CASTE HINDU FARM OWNER FASTIDIOUSLY DROPS WAGES WRAPPED IN LEAF INTO HANDS OF HIS LOWLY SUDRA WORKERS, THUS AVOIDING "POLLUTION"

THE CASTE SYSTEM

India attacks barrier to freedom by outlawing "untouchability"

PHOTOGRAPHS FOR LIFE BY MARGARET BOURKE-WHITE

His mouth became the Brahman. His arms became the Kshatriya. His thighs are the Vaisya. The Sudra was produced from his feet.

More than 1,000 years before Christ the Rig-Veda, bible of Hindu religion, defined in these four sentences how parts of Brahma, India's great God-spirit, became the four basic divisions of humanity. These scriptural laws have governed social, and economic life in India ever since and have been as close to eternal as anything the world has seen. India's 255 million Hindus live by a caste system that makes Brahmans nearly divine, Kshatriyas warriors and princes, Vaisyas merchants and independent farmers, Sudras servants and laborers, and

Untouchables a lowly group with no caste at all.

On April 29 the Indian Constituent Assembly outlawed "untouchability." For 50 million people who do India's dirtiest work this is the first step toward an eventual end to discrimination in schools, temples and even railroad stations. But it does not promise any real change in India's rigid, 3,000-year-old caste system.

For caste is a powerful mixture of Hindu mysticism and hard realism. The Rig-Veda was written when India was overrun by white Indo-European invaders. The descendants of these conquerors today make up the three superior castes (pp. 107-109). Only the lowly Sudras and some Untouch-

ables (pp. 110-111) are historically native Indians. Intricate laws govern the relations between these castes and their countless subdivisions (*next page*), and even the laboring Sudras avoid the miserable Untouchables.

There are some forces working against caste. One is politics. Dr. B. R. Ambedkar and Mahatma Gandhi have campaigned long and vigorously against untouchability. Industrialization and its enforced mingling have blurred caste lines, while Christianity and Islam have offered sanctuary to Untouchables. But against these gains is the monumental fact that caste, while it brings advantages to some, is the very heart of the religion of all.

CASTE IS THE CURSE OF INDIA

Its rigid rules bring weird and ridiculous results

by ROBERT NEVILLE
TIME-LIFE Correspondent

NEW DELHI

Whether the British have been wise or foolish rulers of India, on one point at least they have shown great wisdom. On the whole vexing question of India's religion and caste they have maintained a strict hands-off policy.

The British learned that the caste system is as native to India as the family system is to China and is just as difficult to uproot. In fact caste, which is generally defined in India as the classification of all individuals according to the work they do, has been nourished and rigorously maintained nowhere in the world but India. Caste is encouraged and justified by Hindu precepts (which date back to 1500 B.C.), particularly by the belief in re-incarnation. Thus if you are born an Untouchable in this life it is probably because you misbehaved in your last life. It follows that if you behave yourself now, the just deity who passes on promotions and demotions will reward you in your next life on earth with something much superior, perhaps even a Brahmanhood like that of India's political leader Nehru (right).

An incentive to a better moral life but a restriction against any progress, the caste system has been called the curse of India by Western scholars. Yet caste as a system, though being constantly changed, remains strong. Despite all attacks, including even the recent Indian Constituent Assembly action in outlawing untouchability, the system is still a good 90% intact, at least in southern India, and it will certainly still be here when the British, for good or evil, for liberty or anarchy, quit the country in 1948.

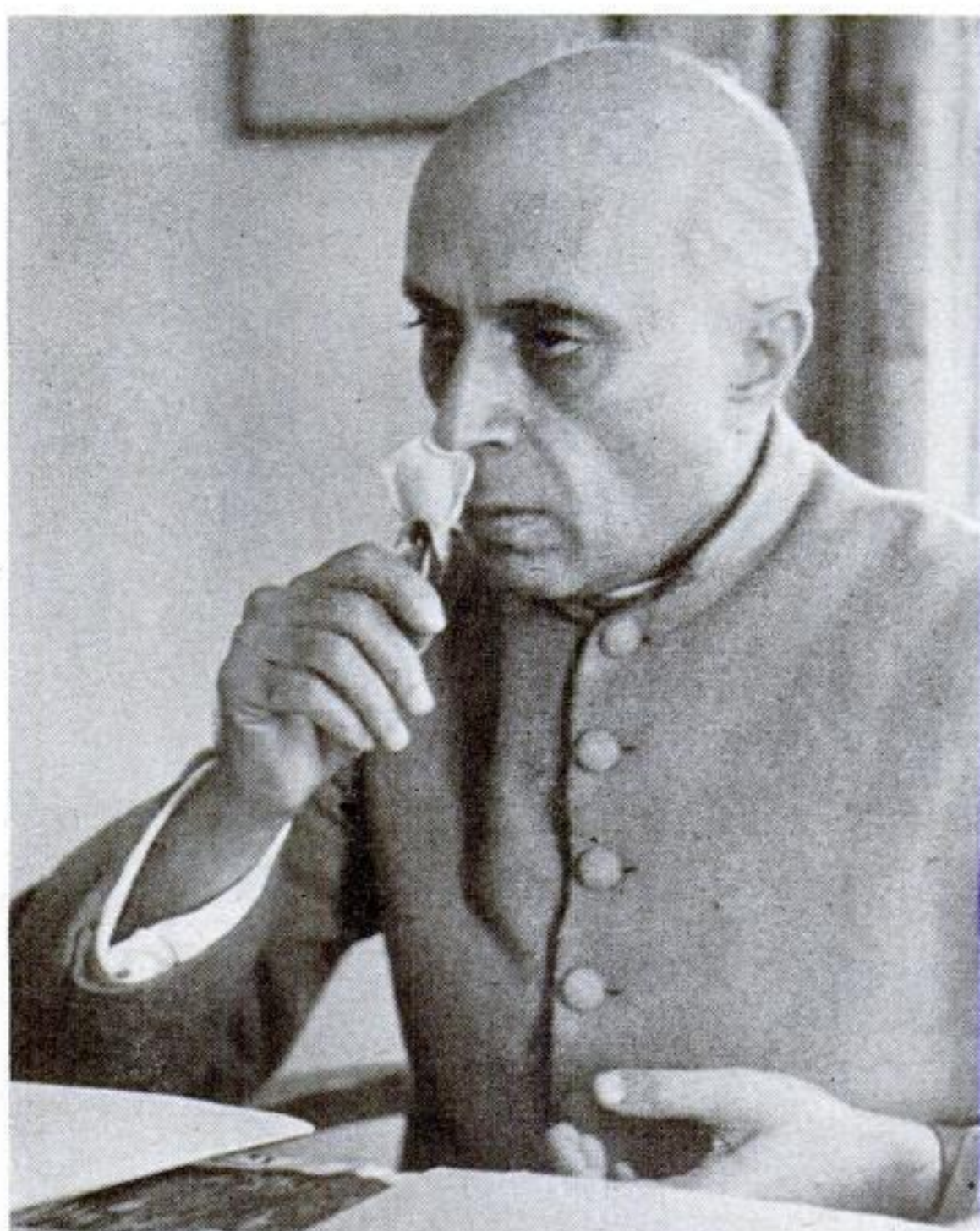
Modern conditions, however, do tend to blunt some of the sharp edges formerly dividing castes. Pollution is an example. Only a few years ago virtually everyone in India polluted virtually everyone else. People spent half their waking hours trying not to pollute others or avoiding pollution themselves. Some polluted merely on sight. For instance a Malabar farmworker had to keep 96 paces away from a Brahman and a proportionately smaller distance from lesser castes. If a fisherman came within 32 paces of a high-caste Hindu, he polluted him, while an astrologer polluted at a mere 24 feet.

Not many decades ago there was a terrible uproar over the pollution of temples, schools and cremation grounds. Complications developed when it was discovered that a courthouse was situated well within polluting distance of a place of worship, which meant that lower-caste people could not be called to give evidence in court. In this case and in others such non-Hindus as Europeans, Christians and Moslems were considered only slightly less polluting than the lowest of Untouchables.

Obviously such hard-and-fast rules became difficult to observe when people began moving about in trains, buses and airplanes and staying in big metropolitan hotels. It is uneconomical to have one plane for Hindu teachers, another for Hindu fighting men and a third for Hindu traders though, considering the way India has divided up the facilities for eating and drinking in Indian railway stations, it is a wonder something of this sort was not attempted.

But just because people no longer pollute each

other in railway stations or big hotels does not mean that pollution occurs nowhere else. Just try to get a Hindu who cleans your bedroom to enter your bathroom, or a cook who prepares your meals to wash your dishes. It is a rare Hindu housewife today who would let any person outside her caste enter her kitchen. Should a "foreigner" so much as gaze upon her food she would throw it away. Not long ago the latrine cleaners, who are called sweepers and are the lowest caste among Untouchables, went on strike in Nagpur, capital of the Central Provinces. Things became so bad that Pandit Shukla, an orthodox Brahman, issued appeals to all citizens to do their own cleaning and set an example by



MOST FAMOUS BRAHMAN, Pandit Jawaharlal Nehru, was recently interviewed by British correspondents on Hindu-Moslem relationships. While expounding politics he gently sniffed a rose.

leading his cabinet members to the main street where they fell to work. City police had to protect them from indignant sweepers who were outraged at what they considered a new and decidedly unfair method of strike-breaking.

Water is one of the most easily polluted commodities and therefore creates the most trouble of all. In southern India some of the Madrassi Brahmans still believe that iron pipes pollute water and insist, even in such a large place as Madras where the city water supply is good, upon having their own separate well. Water from the holy Ganges is unpollutable, however. Anybody can handle it, and filthy as it is from refuse and dead bodies, it is still good.

In some places Indian barbers, who form a large caste, are affected directly by this still lingering belief in pollution. They pollute almost everybody by contact, which definitely limits their working hours. A polluted man can be depolluted by a bath, which is usually taken before breakfast. The barber can therefore work at cutting hair only during the prebath and prebreakfast hours. At loose

ends during the rest of the day, he may change into a musician who plays for weddings in the afternoon.

The real test of caste comes with the question of who marries whom. There are about 255 million Hindus in India, but an ordinary Hindu man must by custom choose his bride from his own subcaste. The subcastes have an average of only about 125,000 persons, which restricts the marriage market. And although there is no legal bar, people rarely marry outside their subcaste. It is a brave man who breaks the caste rules even today, with caste councils and the process of outcasting largely things of the past.

A person who eats meat or drinks alcohol when his caste regulations forbid such practices, or who marries outside his subcaste, is likely to find society lined up solidly against him when he tries to marry off his children. The whole family is automatically outcast.

Thus, even in the India of 1947, the son of a goldsmith will not marry the daughter of a pottery-maker, a carpenter's son will be prevented by social pressure from uniting with a mason's daughter and a fisherman's daughter will not be allowed to marry the son and heir of a hunter.

This subdividing of peoples has gone to amazing lengths. There are numerous odd subcastes which comprise only a few thousand people. In the Sind deserts there is a gypsy subcaste. In the south of India there is a subcaste of astrologers and another of sorcerers. Dancing girls for temples, which is often a fancy name for prostitutes, form a distinct subcaste. This is one rare instance in which men of this group, who are procurers and musicians, obtain wives outside their caste. There are subcastes of cowherds, launderers, shoemakers, button-makers, mendicants, stonemasons, writers (a very high caste), weavers, distillers, blacksmiths and cartwrights. There are also some criminal subcastes. In the Punjab there is a caste of cattle thieves, distinguished from other thieves. In south India a caste called the Kallans, whose traditional occupation is highway robbery, once defended themselves in court by claiming that they were merely carrying out their caste duties. In one of their rare

tinkerings with the caste system the British declined to accept this defense.

What promises to eat into the caste system more than anything is industrialization. Caste has not yet caught up with modern factories, huge iron foundries, great textile mills, although those who know the Hindu penchant for subcasting have their fingers crossed. So far no subcaste of typists or airplane mechanics or locomotive engineers has been reported. But it could happen. Some years ago the *Journal of the Royal Asiatic Society* reported creation of a subcaste of motor-car drivers in India, whose sons and daughters could marry only into the families of other chauffeurs. The *Journal's* whimsical reporter was moved to consider the complicated possibilities. If it went the way castes have in the past, he conjectured, this new chauffeur caste might divide itself into various subcastes. Thus drivers of Cadillacs might some day refuse to have anything to do with the men who drive Buicks and the Oldsmobile drivers might soon decline to let their children marry the offspring of those who drive the lower-cost Pontiac.



IN THE MAHARAJA'S CHAPEL BRAHMAN PRIEST SITA RAM, CLAD IN HIS ELABORATE CEREMONIAL ROBES AND A GAUDY TURBAN, RECITES THE HINDU SCRIPTURES

BRAHMANS *Priests and statesmen are elite custodians of caste*

India's Brahmins, who descended from Brahma's mouth, were originally the priests of the country. Of them the scriptures said, "Assuredly the sun would not rise if the priest did not make sacrifice." Now there are 15 million Brahmins, including statesmen and priests, some of whom are hermits and beggars. Even these beggars are Hinduism's elite, "twice-born

and dwelling in God." Their ancestors wrote the scriptures that sanctified caste. Through these teachings the Brahmin priests have controlled Hindu society for more than 2,500 years.

Brahmins are generally regarded as sensitive, Westernized Indians like Pandit Nehru (*opposite*), who has tried to liberalize the caste system. But a

more typical Brahmin is Orthodox Priest Sita Ram (*above*). Sita Ram serves the Maharaja of Mysore, is paid 28 rupees a month and makes 10 times as much by presiding at frequent ceremonial feasts. Of his eight children one son is a clerk and a second is an automobile salesman. Unless Sita Ram's descendants break caste laws, all of them will be Brahmins too.



THE MAHARAJA OF BIKANER STANDS IN COURTYARD OF HIS RED SANDSTONE PALACE. THE HONEYCOMB OF CELLS ABOVE HIM HOUSES RULER'S MANY CONCUBINES

WARRIORS *Kshatriyas include India's rich princes and policemen*

Since the holy men and scholars among India's conquerors became the first caste (*p. 107*), the kings and warriors, descended from Brahma's arms, necessarily became the second. Today most of India's princes are Kshatriyas. So are many of her soldiers and even her policemen. The scripture of the Bhagavad-Gita says, "To a Kshatriya, nothing is better

than a lawful fight." The most famous of the Kshatriyas was Guatama The Buddha (560-480 B.C.), who rebelled against the evils of caste and founded Buddhism.

The refinements of great wealth have taken most of the fight out of Kshatriyas like the Maharaja of Bikaner (*above*), who rules an Indian state and has

long enjoyed British protection and support. Photographer Bourke-White had trouble luring the maharaja into the hot sun. She learned that he had recently ordered an air-conditioned train from the U.S. to accommodate him in comfort on his pleasure jaunts. Even on short journeys the maharaja takes 50 servants, including a wine-taster, with him.



WEALTHY MONEYLENDER BHANWAR RAMPURIA (LEFT) LOLLS WITH BROTHERS AMID JUMBLE OF BAD PICTURES, FINE SILVER AND CHANDELIERs THAT DO NOT WORK

MERCHANTS *Vaisyas include businessmen, Mahatma Gandhi*

Last and biggest of the three superior castes are the Vaisyas, sprung from the thighs of Brahma. Except for the Moslems and the Parsis (Zoroastrians), they do most of India's business. This is in accordance with the scriptural Laws of Manu, which said: "A Vaisya must know moreover the excellence and defects of commodities, the profit and loss on

merchandise and the means of properly rearing cattle." The Vaisyas know all that.

Although the caste's most famous member is Mahatma Gandhi, few others have renounced the things of this world entirely in their pursuit of the spirit. A good many resemble, to greater or lesser degree, Bhanwar L. Rampuria (*left, above*), the second rich-

est man in Bikaner after the maharaja (*opposite*).

Bhanwar Rampuria owns whole blocks of houses and many mills. He sleeps in a great silver bed and has furnished his house in as bad taste as the room shown here. As an added decoration Rampuria has had the name of his uncle, a member of his moneylending firm, displayed outside in electric lights.



THIS SUDRA BELONGS TO SUBCASTE WHOSE MEMBERS HAVE TO SPEND THEIR DAYS PERCHING IN TREES AS SCARECROWS TO KEEP FIELDS FREE OF BIRDS AND ANIMALS

LABORERS

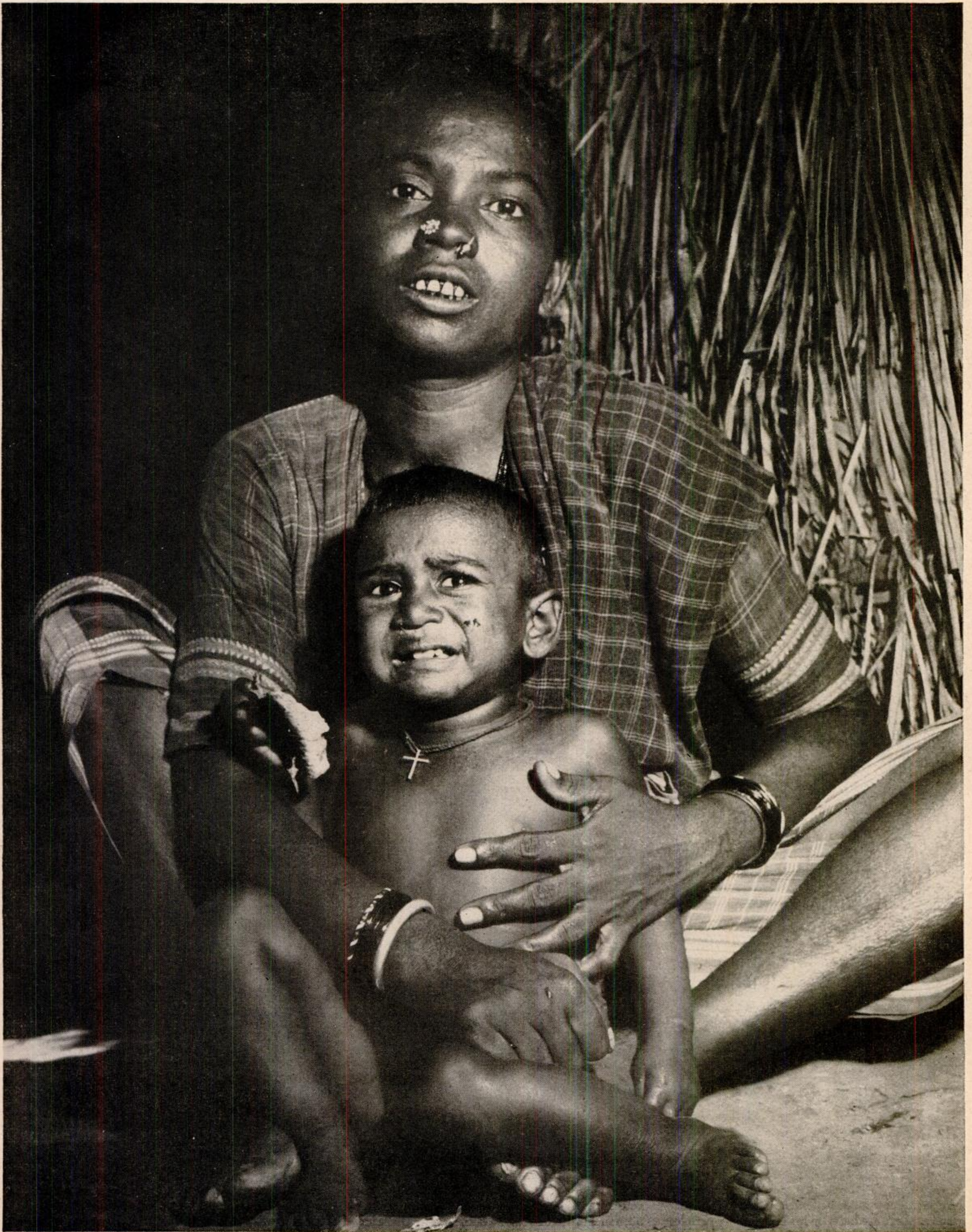
Sudra caste is doomed to servitude

At the Brahmanic foot of the ladder of caste are the Sudras, descendants of the conquered aborigines of India. They are agricultural workers, servants, laborers. Divided into innumerable subcastes according to occupations, the Sudras have never been counted, but they are by far the largest caste. The Laws of Manu doom the Sudras: "One occupation only the Lord prescribed to the Sudra, to serve meekly even those [other] three castes." But while most of them obey, like the man in the tree (*above*), there are exceptions. Many of India's Communists and Socialists are rebels from the Sudra caste.

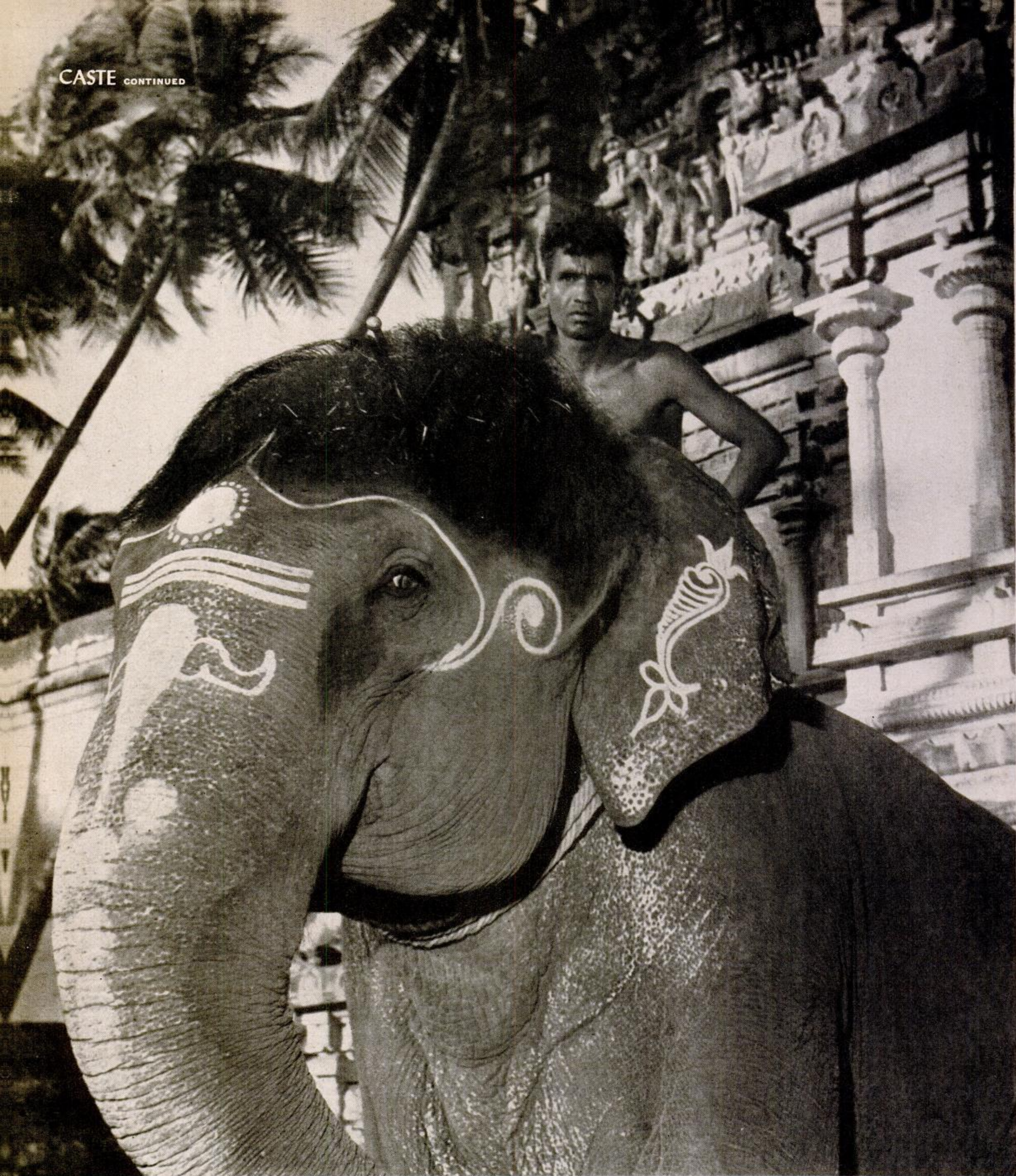
UNTOUCHABLES

Other faiths have given them hope

Despite the new law outlawing untouchability, Hindu theology still offers India's Untouchables nothing but lives of misery in penance for ancestral sins and faint hope for reincarnation on a higher level. They do India's most offensive work, cannot even attend school, dare not approach a caste Hindu. Because of this, many of the Untouchables have turned to the Moslems to escape caste discrimination or to Christianity for missionary support. But Christian missionaries have found the segregation of Untouchables into "Chawls" (quarters) greatly hampers helping them on any large scale.



CHRISTIAN CONVERTS LIKE THIS SMALL BOY AND HIS AUNT STILL MUST LIVE IN CROWDED UNTOUCHABLE QUARTERS BECAUSE THERE IS NO OTHER HOUSING AVAILABLE



ELEPHANT HAS THREE PARALLEL STRIPES ABOVE TRUNK TO DENOTE SECT OF THE TEMPLE TO WHICH IT BELONGS. OTHER MARKS ARE TRADITIONAL DECORATIONS

ANIMALS *They play an important part in India's Hindu religion*

One of the unique features of Hinduism is the role played by animals. India's streets are filled with cows which, of course, are sacred. Hindu scripture says a cow-killer will burn in hell for as many years as there are hairs on his body. Many temples in southern India maintain elephants like the one

shown above. Most of the elephants wear painted marks to identify the sect to which they belong.

In the doctrine of reincarnation, a Hindu may return to the world as an insect, a tiger or, worst of all, a snake. No one can be entirely sure that a mosquito does not contain the spirit of his grandfather.

This elephant, for example, may very well be a reincarnated Hindu sinner. Following caste tradition, it may in previous life have been a Brahman, a Kshatriya or a Vaisya who sinned greatly or a Sudra who sinned just a little. Or it may have been an Untouchable who hardly sinned at all.



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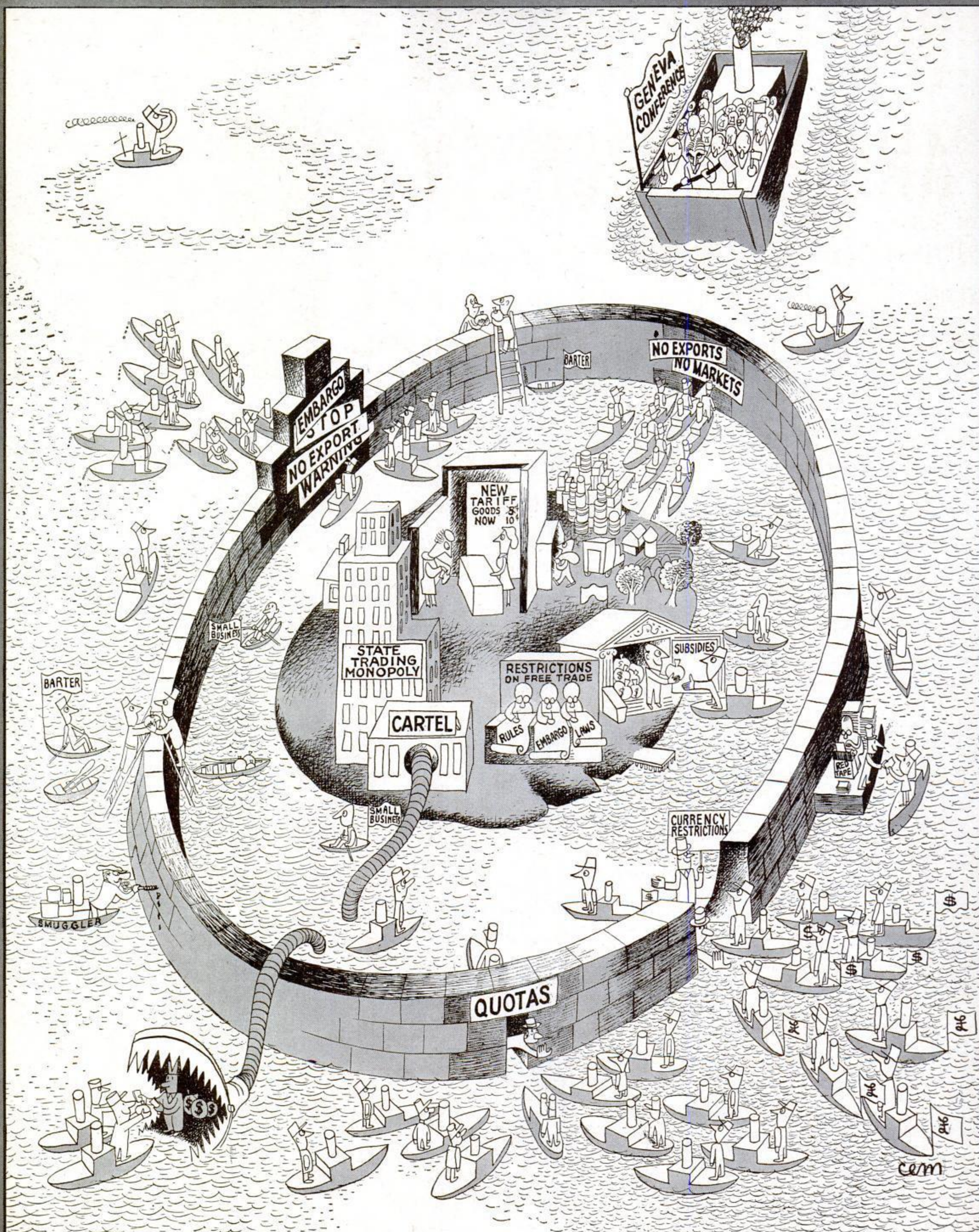
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A HIGH WALL of international trade barriers of all descriptions is today hampering the commerce of the world. Some countries limit their imports with strict quotas. Others pay subsidies to their own manufactur-

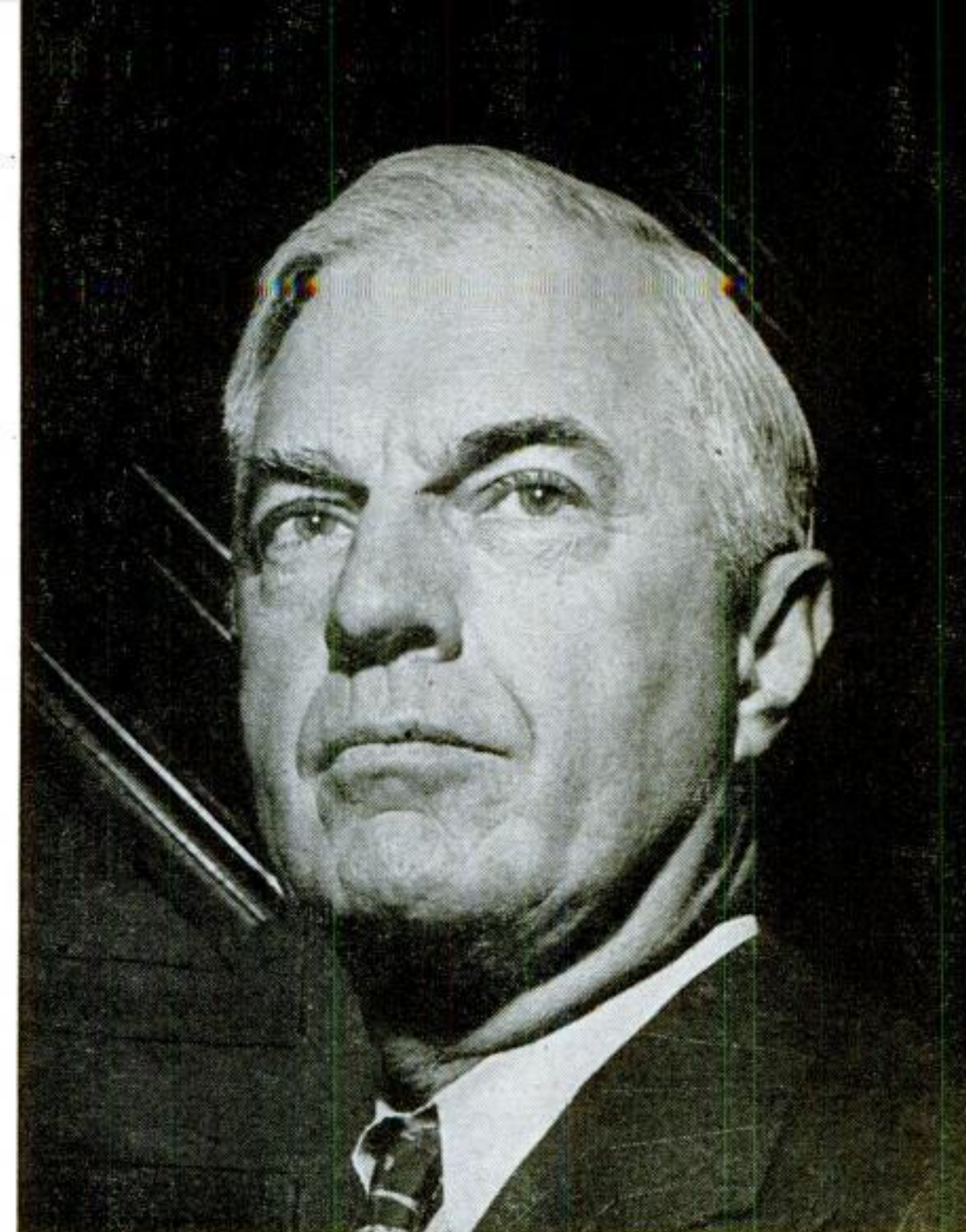
ers. Still others, lacking dollars, gladly engage in trade which brings in dollars but refuse to trade their merchandise for less desirable currencies. This means that many nations must resort to simple barter. In addition car-

tels restrain trade, as do state monopolies and embargoes. Red tape snarls everything. The Geneva Conference (landing barge at top, with Will Clayton holding ax) hopes to batter down some of these barriers.

WILL CLAYTON AND HIS PROBLEM

A COURTLY COTTON MERCHANT FROM TEXAS HAS GONE TO GENEVA IN AN EFFORT TO UNRAVEL SOME OF THE VEXING TRADE RESTRICTIONS WHICH ARE THROTTLING THE COMMERCE OF A GOODS-HUNGRY WORLD

by JOHN CHAMBERLAIN



CLAYTON IS ECONOMIC UNDER SECRETARY OF STATE

"Who killed the League?"
"I," said the U.S.,
"As I'm bound to confess.
With high tariffs for watchmakers,
potters and tanners
I behaved like a pig without morals
or manners.
I killed the League."

"Who drained its blood?"
"We," said the British,
Who weren't the least skittish.
"We gave it no deference
With our frank Empire Preference.
We drained its blood."

"Who saw it die?"
"We," said the Russians,
The Poles and the Prussians.
"It had no iota
Of chance with a quota
Garroting its neck,"
Said the Turk and the Czech.

"Who stabbed its corpse?"
"I," said Doc Schacht,
That believer in *Macht*.
"With bilateral deals and the mark
known as *Aski*
I hacked it all up just to spite
Harold Laski.
I stabbed its corpse."

Meeting in Geneva this spring, the delegates of 18 nations who have gathered together in a daring attempt to restore elemental sanity to international trade might well be reciting some such version of *Who Killed Cock Robin?* For Geneva, the graveyard of the old League of Nations, is a lugubrious reminder of what suicidal trade policies can do to push a world toward war. In 1930 the U.S. passed the preposterously high Smoot-Hawley Tariff Act; in 1933 Franklin D. Roosevelt overrode Cordell Hull and torpedoed the shyly hopeful London Economic Conference. Other nations responded with Empire Preference systems, with import quotas, with bilateral barter deals and with tricky money shenanigans, of which the Nazi *Aski* (or blocked) mark, held in a German bank until the customer was ready to buy aspirin tablets or third-rate cameras, was merely one example.

The economic policies of the 1930s may not have caused World War II and wrecked the old

League of Nations, but they certainly helped prepare the ground. Today, some two years after V-E Day, the nations are still following the same old misbegotten trade policies. But if the U.S. delegation to the Geneva Conference can have its way, all that will be changed. It will certainly be changed if William Lockhart Clayton, the U.S. Under Secretary of State for Economic Affairs who is leader of the U.S. delegation, has anything to say about it.

Will Clayton has no doubts as to who and what killed Cock Robin. And now that the bird's soul has transmigrated from the old League to the new United Nations, Will Clayton is certain that it will be killed all over again if the Geneva Conference fails to produce a widespread reduction of trade barriers and an International Trade Organization charter. Will is banking on his hopes that the U.S. delegation will come home this summer with a bag full of concessions on tariffs, quotas and exchange restrictions, in which case he confidently expects to see the world go to work again at its fundamental business of producing and exchanging goods and services without having to pass each transaction through the knothole of stringent government control and supervision.

Will Clayton may underestimate the scope of his job and the nature of the forces against him, but like his boss General Marshall he is so unused to failure that he will hang on like a snapping turtle in the attempt to succeed. Before coming to Washington from Houston, Texas in 1940 (he was then 60 years old), Will Clayton was one of the great self-made business successes of the U.S. Almost singlehandedly this tall, courtly man had transformed the cotton-factoring trade, building his own Anderson, Clayton & Co. (or Acco) into a \$43 million behemoth that has moved as much as \$200 million worth of cotton in a single year. Its share of the U.S. market has been as high as 17%. A millionaire many times over in 1940, Will decided he must quit business to help save the U.S., which he considered to be in great peril. By the time of Pearl Harbor he was in Washington, working for his fellow Houstonian Jesse Jones, boss of the RFC, on problems of war-production finance and procurement.

Will has been one of the big Washington successes among the invading businessmen. Oddly enough the average corporation executive who has grown up in the bureaucracy of an established business firm usually fails in bureaucratic Washington; the Stettiniuses, the corporation v.p.s

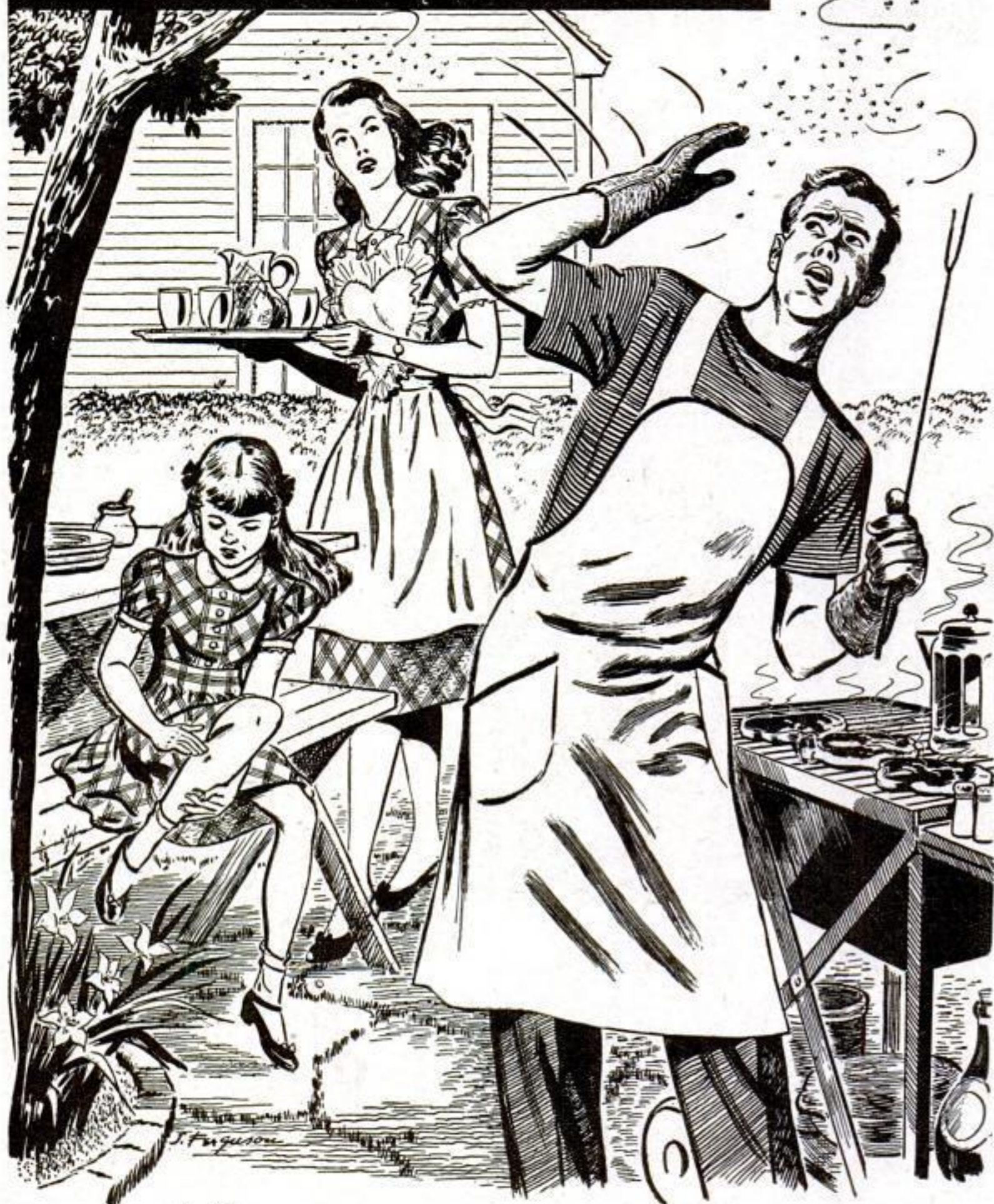
out of the New York *Sun*'s financial pages come and go without leaving much trace. But the rugged boys who have built up their own businesses—the Eric Johnstons, the Jesse Joneses, the Will Claytons—make their mark. They know men, they know how to affect the atmosphere, they know how to be superior to red tape. Once, so an anecdote goes, Will Clayton was doing a particular job over which Leo Crowley, head of Foreign Economic Administration, had theoretical jurisdiction. An underling brought a statement to Will Clayton with a plaintive query: "What will Crowley think of this?"

"Issue it over Crowley's name," Will is supposed to have said. True or not, the anecdote proves something about Will's reputation as the tough competitor in bureaucland.

The left argues that Will Clayton was shortsighted in some of his wartime RFC lending deals: he failed to see the magnitude of the rubber problem; he had to be pushed into some of the more daring adventures in preclusive buying to keep stuff from falling into Axis hands, and so on. When Will was first suggested for the economic assistant secretaryship in the State Department in late 1944, the left opposed him as a "reactionary" and a "cartelist." The argument was silly, for Will Clayton is against cartels, and his own cotton firm had achieved its success by the fiercest type of fair competition. But the fights of 1940-44 are now mere ancient history; today, after two and one-half years in the newly important economic branch of the State Department, Will has the confidence of both the N.A.M. right and the Henry Wallace left. The people in Washington who remain inconsolably against him because of his low-tariff views are House Republicans like Representative Gearhart of California, Representative Knutson of Minnesota and Representative Jenkins of Ohio—defenders of the nut-growers, the cheese-makers, the watch manufacturers, the potters, the glass-blowers and other small, high-cost U.S. industries.

If Will had only his own countrymen to deal with, he would probably succeed in putting the Cordell Hull reciprocal-trade policy permanently across. It is abroad that he is up against some real opposition. The Soviet Union is boycotting Geneva—and since the Soviet aspires to dictate the economics of every nation in Europe east of the Stettin-Trieste line, this means a tough squabble over open trading opportunities in Poland, Hungary and Czechoslovakia. Even outside of the Soviet orbit Will Clayton faces a world of

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WILL CLAYTON CONTINUED

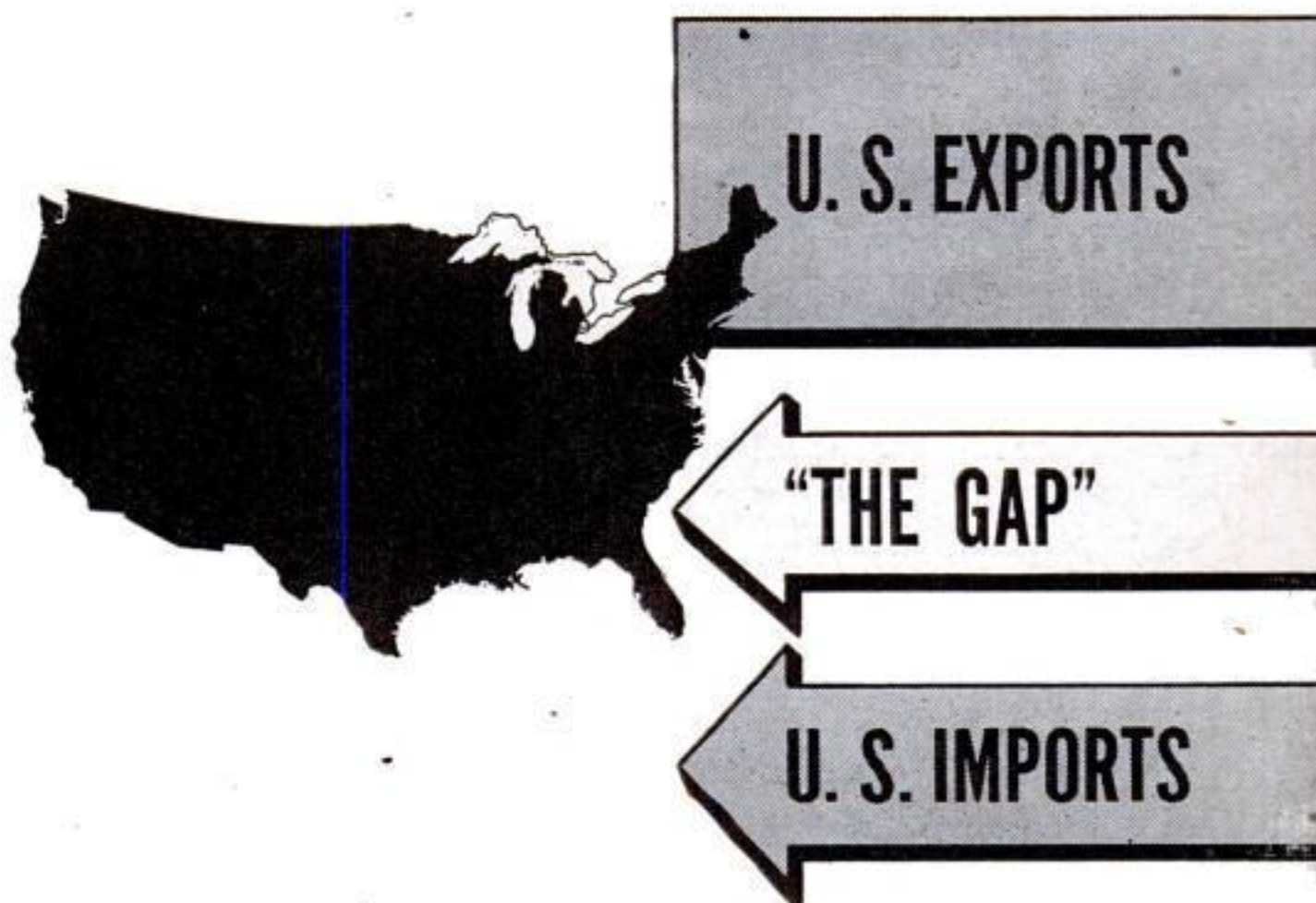
planned economic systems—and the operators of planned systems find quotas, tariffs, exchange controls, subsidized exports and trading by government boards most convenient ways of proving the indispensability of the bureaucrat and so keeping themselves in power.

When Will Clayton left for Geneva a new rash of import controls had just broken out in Europe. Nevertheless Will sailed in a philosophic mood; as he sees it, the real hopeful miracle is the amount of capitalism that still exists after the most destructive war in history. Will's philosophical good humor and old-world courtliness should go well with the Europeans at Geneva, but if they think he is an easy man to handle they are in for some surprises.

On the surface Will is a soft man; his deference to "Mis' Agatha" and the rest of his secretarial force and his chivalry toward his wife, his four daughters and his innumerable nieces might lead one to believe that he is the soul of accommodation. And so he is, socially speaking. Back in Houston, Texas, where the Anderson, Clayton cotton business has had its headquarters since 1916, Will Clayton used to drive his daughters to school. Popping out of the old right-hand drive Pierce-Arrow which he used for years, Will Clayton would run around and open the car door for the girls as if he were the family chauffeur. But a far more apochryphal story of Will Clayton's chivalry reveals the true ground tone of his personality. Once, so this bit of Washington apochrypha goes, Will Clayton met Alphonse and Gaston, those superpolite Frenchmen, in front of a revolving door. For a whole evening it was "You first, my dear Alphonse;" "You first, my dear Gaston," and "You first, my dear Will," but when the bowing and scraping were over it was Will Clayton who emerged the victor. He got through the door last. He has never been known to go through a door first.

Far from being a mask of softness, Will's chivalry and patience

"THE GAP" IS THE DIFFERENCE



Last year the U.S. exported almost twice as much as it imported, thus continuing a long-term trend. Our chronic export balance creates the phenomenon known to economists as "the gap," which must be (and automatically is) filled in one way or another—either by gold imports, the granting of short- or long-term loans and credits or the export of U.S. capital. The gap is nothing to worry about as long as it can be filled by money movements or the symbols of bookkeeping. But it will be a headache if it stays huge year after year, for no one retains confidence in the man or the nation who is forever living on the cuff. In the end a balance in terms of goods and services for goods and services must at least be approached.

In the light of our vaunted industrial efficiency, which makes it hard for a foreign manufacturer to undersell the home product in Bridgeport, Conn. or Davenport, Iowa, just how could we increase our imports to the point where we would be receiving as much as we are giving away? Will Clayton and others think our new high level of national income, especially if we reduce tariffs, will enable us to absorb lots more imports as soon as foreign manufacturers start making consumer goods again. Our exports of grain and cotton may also fall off as soon as the rest of the world gets back to normal. But mass-production

have an implacable quality; they are formidable, even Oriental, instruments of policy. Indeed the man is almost superhuman in his clocklike precision and his terrifying self-control. He wants to get at the natural law or the going principle behind everything, and he has run his own life in consonance with the law of conservation of energy. Once, after a particularly grueling day before a congressional committee, Will Clayton rode back from Capitol Hill with Eric Johnston. "They were mighty tough on you, Will," said Mr. Johnston. "Why didn't you go after them?" "It wouldn't have convinced them," said Clayton.

Back in his Houston days Will Clayton once ordered two fine Kentucky horses, planning to ride with Mrs. Clayton for an hour before breakfast every day. For a week Mrs. Clayton got up at 5 o'clock to go cantering with her husband. Will rode on ahead, saying absolutely nothing. Finally Mrs. Clayton could stand it no longer. "Will Clayton," she said, "all you do is to ride on ahead planning your cotton campaign for the day. If you are going to think of cotton all the time, I'm not going riding any more." Will Clayton kept on thinking of cotton, and Mrs. Clayton gave up the prebreakfast riding. When the British loan was being fought through a recalcitrant Congress, Mrs. Clayton broke out once more. "Can't you think of anything beside the loan?" she asked. "It may be important, but it isn't everything." "Sue," said the protesting Will, "you've got to live a thing."

The only thing Will Clayton is immoderate about is work. He often walks to the State Department from his house out near the Shoreham Hotel on the edge of Rock Creek Park, but the exercise is pursued less as an end in itself than as a conditioner for a day of conferences and desk-sitting. A personal prohibitionist until he reached the age of 58, he significantly took up sweet sherry because his son-in-law doctor said it would be good for his health. Will has never smoked, and he does not like to put his feet up on the desk

CONTINUED ON NEXT PAGE

BETWEEN EXPORTS AND IMPORTS

TOTAL: \$8,574,000,000

Loans 37%, gifts 37%,
liquidation of foreign assets 26%

TOTAL: \$4,818,000,000



efficiency can still keep most of its home market even without tariff protection. Foreign nations are good at making specialty goods, but if the gap were to be closed by the import of specialties the U.S. would have to drink itself drunk every night on Scotch whisky and the American woman would have to buy 25 new outfits a year, mostly of British tweed or Belgian linen, instead of her present average of three or four.

How else can we help to narrow the gap? We can help by becoming large-scale tourists, scattering U.S. dollars abroad; by stockpiling Chinese tungsten and Turkish chrome; by turning to South America, Africa and Canada for our raw materials as our own inevitably diminish. We can give the shipping trade back to the British, the Norwegians and the Greeks. Most important to all we can export our capital to build up productive foreign economies. But unless we are reconciled to making gifts of this capital, the problem ultimately becomes political: the outer world can hardly put itself in a position to sell in competition with the U.S. as long as its industry is tied up by coercive politics that add to costs everywhere from Glasgow to Mukden. A real free trader would argue that the U.S. must begin to export its industrial traditions along with its capital and goods if foreign nations are ever to have something to sell in addition to their yen to borrow and buy.

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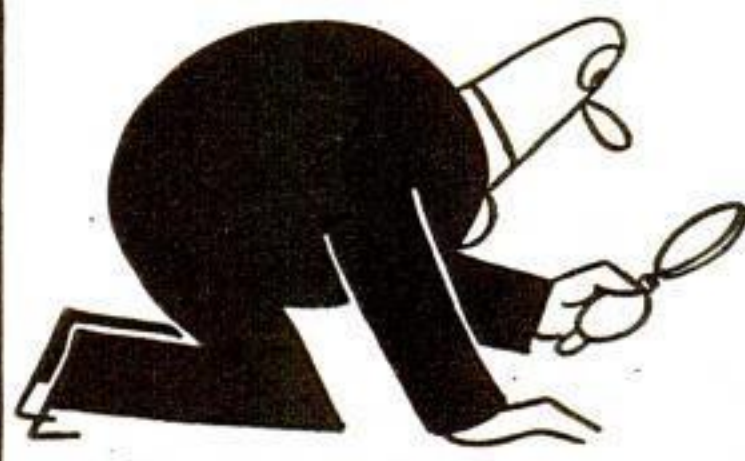
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O. SOGLOW



MORAL:



WILL CLAYTON CONTINUED

and gab—which makes him an anomaly among Texans. Mrs. Clayton says he never relaxes, but it would probably be just as truthful to say that he has nothing to relax from, since he never seems tense.

The fact is that he is bored by what other people call pleasure. He enjoys the workings of his mind, which is a steel-trap mechanism; he once enjoyed economic theory—Adam Smith, J. S. Mill, Henry George; he took pleasure in matching his wits and economic knowledge with John Maynard Keynes during the British loan negotiations. Recently he has come to enjoy bridge, which he and his wife play with Bill Bullitt, Jesse Jones and other Washington card-sharps. Where Jesse Jones plays "poker bridge," sometimes confounding his partner by making fake bids to mislead his opponents, Will tries to reduce the game to principle and essays scientifically to spot the exact whereabouts of each of the 52 cards. Like all men of absolute order and self-control he confuses the analyst; he is either a very deep person or a very obvious one. People respect him, love him, find him extremely magnetic. But they feel puzzled by the very perfection of his consistency.

Where is the fallible, human Clayton? Probing hard for it, one comes on it in his relations with his family. After years of attrition his daughters and his lively wife have finally worn down the edges of his Puritanism. The three older daughters—Ellen, Susan and redheaded Burdine—made their father uneasy when they took up smoking, but when Julia, the youngest, began to smoke he decided

CONTINUED ON PAGE 120

OBSTACLES TO SELLING U.S. CARS

AUSTRALIA



TARIFF—42% on unassembled cars; complete cars virtually embargoed.
EMPIRE PREFERENCE—Cars made in British Empire get tariff cuts up to 50%.
QUOTAS—Imports must not exceed 1938-39 average.
IMPORT PERMITS—Buyer must get government OK.

UNITED KINGDOM

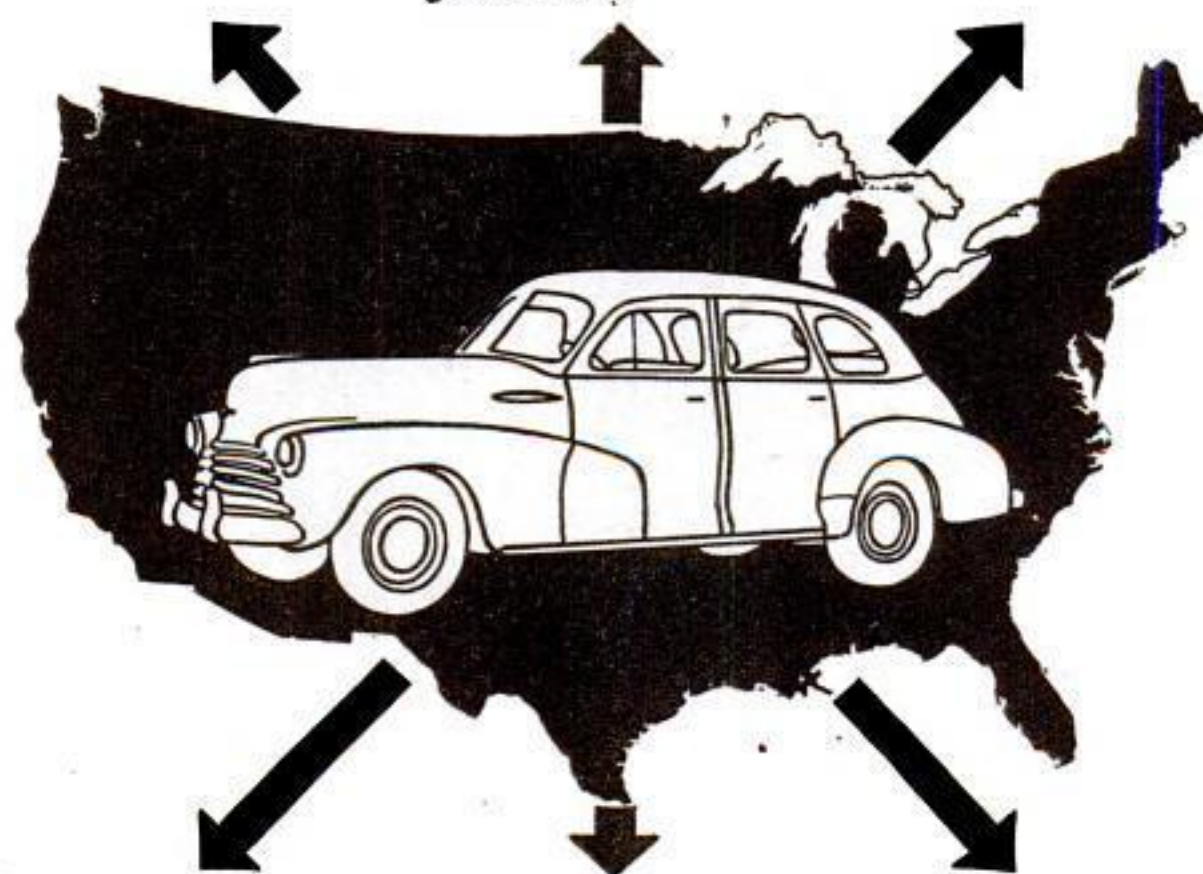


TARIFF—33½% on assembled cars.
EMPIRE PREFERENCE—Tariff is reduced if half of labor or materials originate in British Empire.
QUOTAS—Virtually no imports.
IMPORT PERMITS—Buyer must get government OK.
EXCHANGE—Private transactions in dollars virtually prohibited by government.

BELGIUM



TARIFF—35% on assembled cars (shortly to be cut to 24%).
QUOTAS—Cars above \$1,250 restricted to 5% of all car imports.
IMPORT PERMITS—Buyer must get government OK.
EXCHANGE PERMITS—Buyer must get government permission to obtain dollars.



TARIFF—10%.
EMPIRE PREFERENCE—Cars made in British Empire receive tariff reduction.

TARIFF—13% to 21% on assembled cars.
IMPORT PERMITS—Required for certain rubber items.
EXCHANGE PERMITS—Buyer must get government permission to obtain dollars.
DISTRIBUTION—Partly controlled by government.

TARIFF—40%.
EXCHANGE PERMIT—Buyer must get government permission to obtain dollars.



SOUTH AFRICA



BRAZIL



ARGENTINA

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Red-and-White Check
Blue-and-White Check
Green-and-White Check
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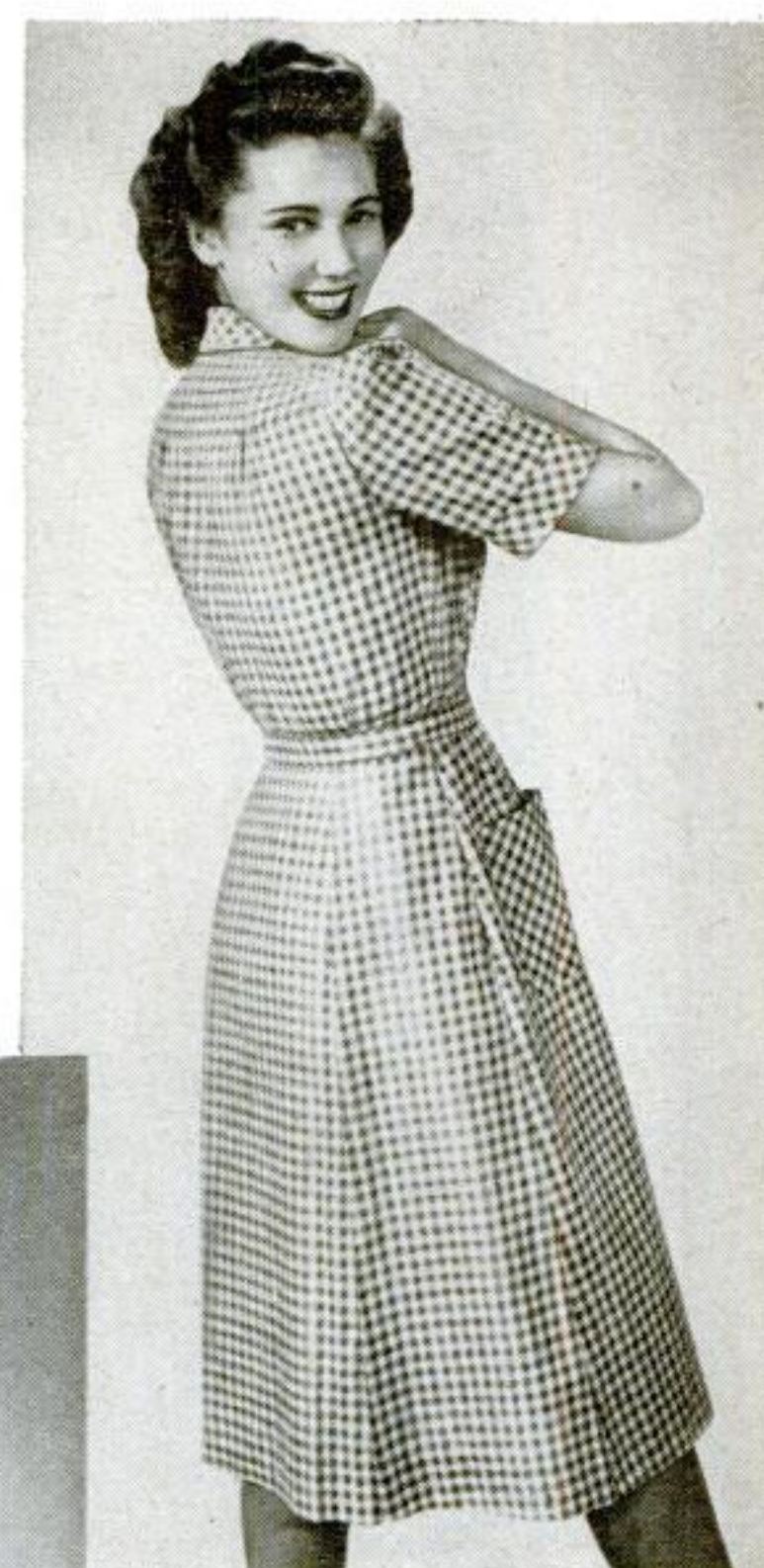
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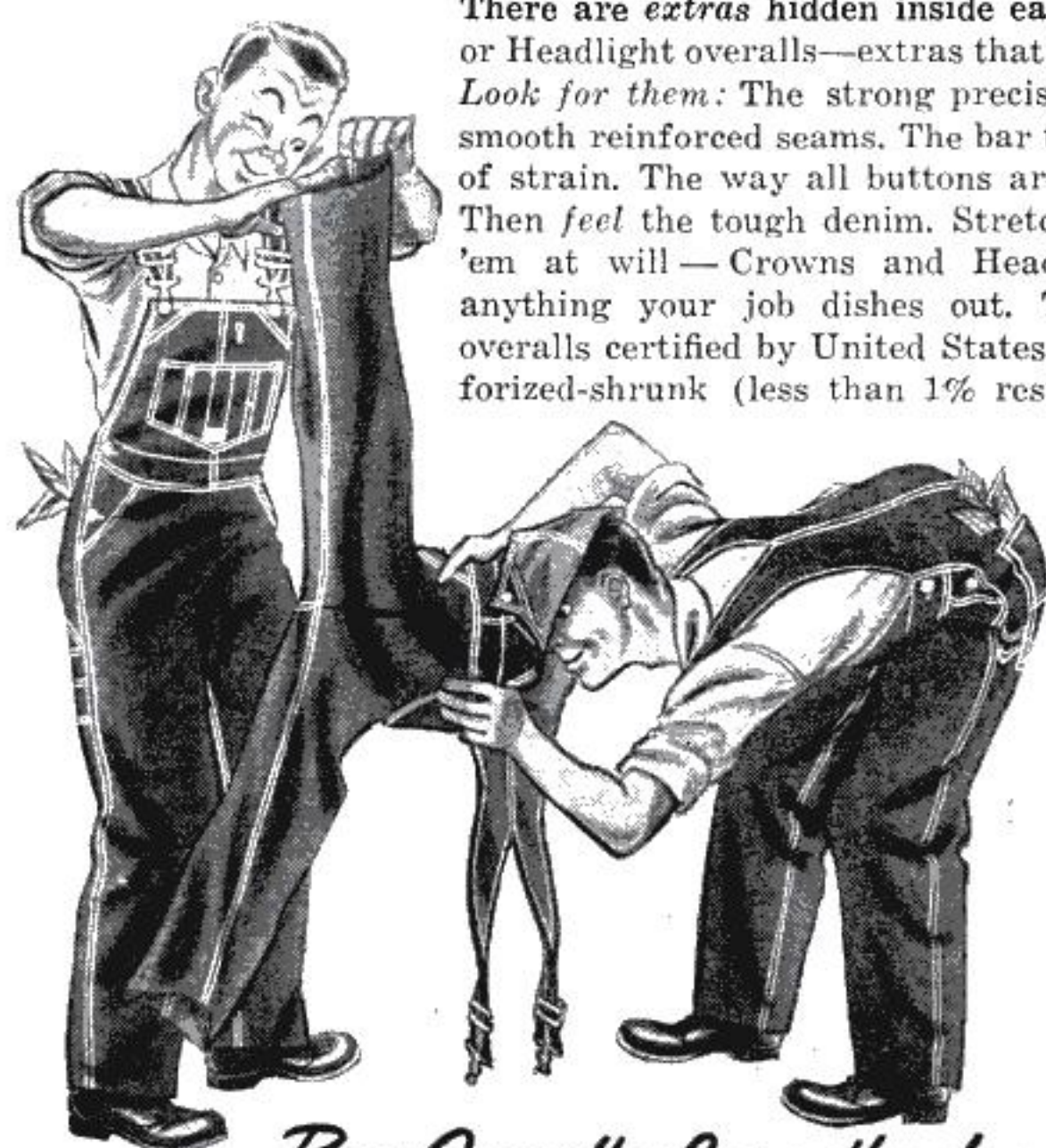
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New York City Gimbels, Dept. 895
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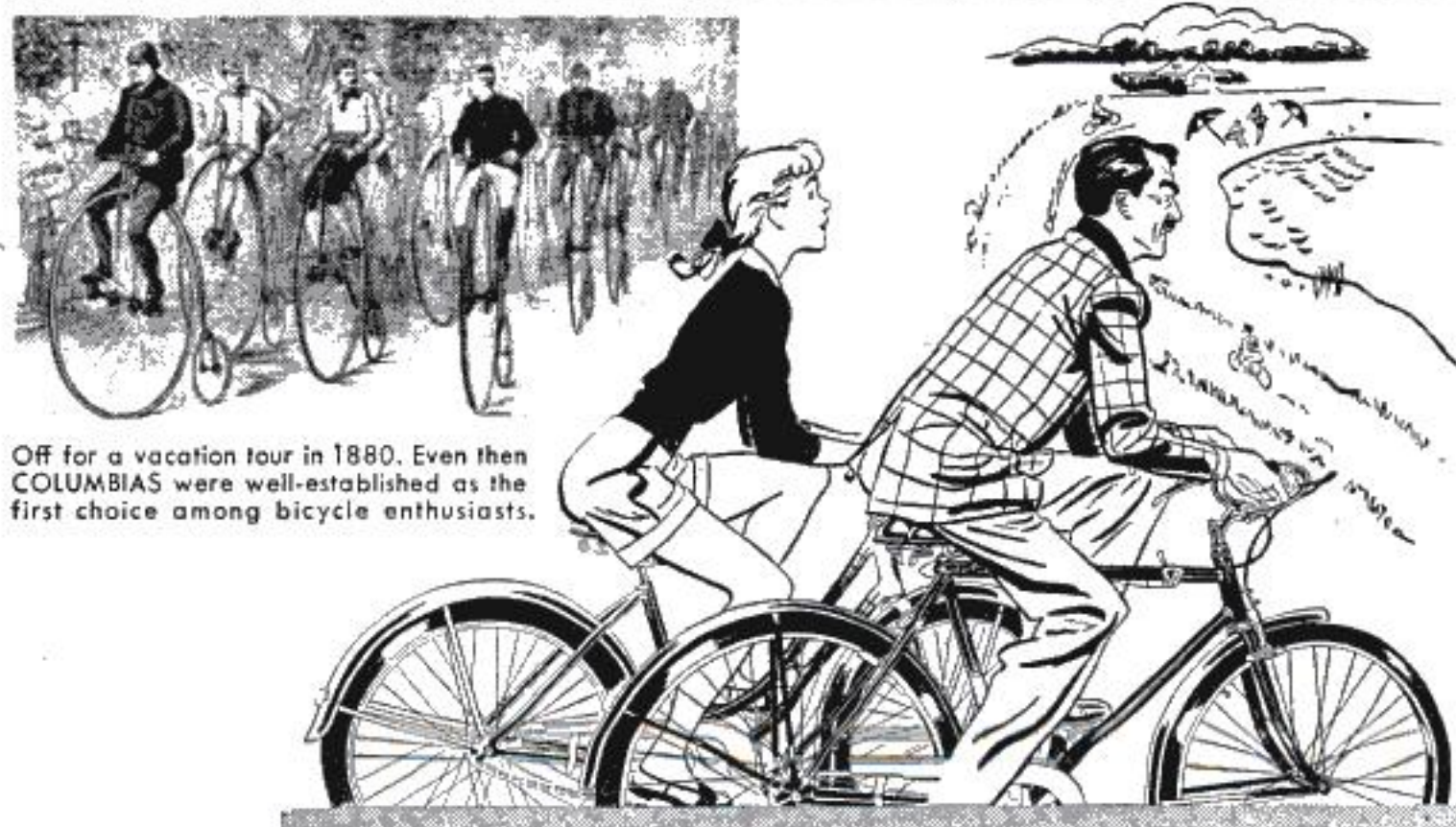
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A must for bicyclists. Illustrates traffic and hand signals and 16 basic road rules. Operates by a flick of the finger. Includes check-chart for bicycle conditioning. Mail the coupon below with 10¢ IN COIN.



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Gentlemen: Please send me the COLUMBIA "Guide to Cycling Rules of the Road." I enclose 10¢ in coin to cover cost of mailing.

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WILL CLAYTON CONTINUED

to give in gracefully. Will's insistence on an absolutely inflexible code has always been flouted by his wife, the former Susan Vaughan of Kentucky, who has a mind and a charm of her own. Once, when the Claytons were vacationing at their Lookout Mountain summer home at the corner of Tennessee, Alabama and Georgia, the rain poured down for days. Knowing that prolonged rain would alter both the grade and yield of cotton, Mrs. Clayton decided to buy some bales and hold them for a rise in price. "I hope you get singed," said Will Clayton, who would not allow anyone in Anderson, Clayton to speculate. "It's my own money," said Sue Clayton, who made \$3,000 in a few days on a quick turnover.

Years later, when Will Clayton, who disapproved of NRA price-fixing and AAA cotton restrictions, decided to join the Liberty League, Mrs. Clayton said, "Will, I just can't see you in that company." "John W. Davis asked me to join," said Will, "and there isn't anything I wouldn't do for John W. Davis. I've sent a check for \$5,000 to them, and I've promised \$5,000 more." "Anything you send to those people," said Mrs. Clayton, "I'll match with a check for Mr. Roosevelt." The cost of the family disagreement was thus \$20,000, but the real irony came when Will Clayton voted for Roosevelt in 1936 after all. He could not stomach Alf Landon when the Republicans came out against the Hull reciprocal-trade program.

When he is letting his womenfolk get the best of him, Will Clayton seems like other mortals. His pride in his youngest daughter, who took a law degree and passed the Virginia bar exams while her doctor-husband was away in the Army, makes him seem like other mortals, too. But when it comes to his business life and business career, Will Clayton is not as other men; he is such a whale of a lot better that it suggests a qualitative as well as a quantitative difference.

The Anderson, Clayton & Co. (or the Big Store, as it is known to the trade) was Will Clayton's training ground for the job he now holds, and it was an extremely good one. The colossus of the cotton merchandising business, Acco has had its agents, its banking facilities, its warehouses, its gins, its cottonseed-oil mills all over the world. The business of buying and selling all the grades and types of raw cotton in the international market is inevitably bound up with exchange fluctuations, the policies of governments and the practical use of foreign languages. To get ahead in the business one must have an easy facility in the mathematics of changing ratios and a knowledge of the psychology of Frenchmen, Egyptians, Portuguese and Lancashiremen. In brief one must have the training which would logically go to create a first-rate Under Secretary of State for Economic Affairs.

Short staple to mill bobbin

SINCE Will Clayton knows cotton from short staple to long and from red-clay earth to mill bobbin, he incidentally knows world economics. Even more than wheat, cotton is the great world commodity. Efforts to control the behavior of cotton prices by national planning invariably fail. When the Hoover Farm Board and the New Deal cotton supports raised the price of the U.S. bale in foreign markets, for example, Anderson, Clayton, as a truly internationalist firm, reached out to buy and sell cotton on an extensive scale in Brazil. Accused of sabotaging the New Deal cotton-price program by this action, Will Clayton quite rightly rejoined that if an American firm were to let the Brazilian business go by default, it would automatically go to an English firm or a Belgian. The U.S. cotton farmer would thus be no richer and the U.S. firm of Acco would emerge the poorer.

Will Clayton is no longer an active partner in Acco, although he and his family still draw dividends from their 40% of Acco stock. Last year the company made \$14 million after taxes, which lends point to Will's refusal to take expense money from the U.S. government. The rich business of Acco was built up by Will Clayton's fanatical application; his wife says he worked until midnight for 12 years of his life. Quite early in his career he fixed upon the idea of the "economic line of transit," and it was in pursuing this line that he revolutionized the cotton merchandising business.

The pursuit of the "economic line of transit" was something right out of his own life. Born on a cotton farm outside Tupelo, Miss. in 1880, Will grew up in Jackson, Tenn., where his family went broke in the depression of 1893. Will quit school at the age of 13 to drive a laundry truck but, more significantly, he started studying shorthand—which is the "economic line of transit" in the conveying of human speech. At 15 he had a job as court reporter of murder trials and railroad lawsuits. At the local hotel he pieced out his income by doing stenography for important travelers. William

CONTINUED ON PAGE 123

How Good Is Your Taste?



A



B



C



D



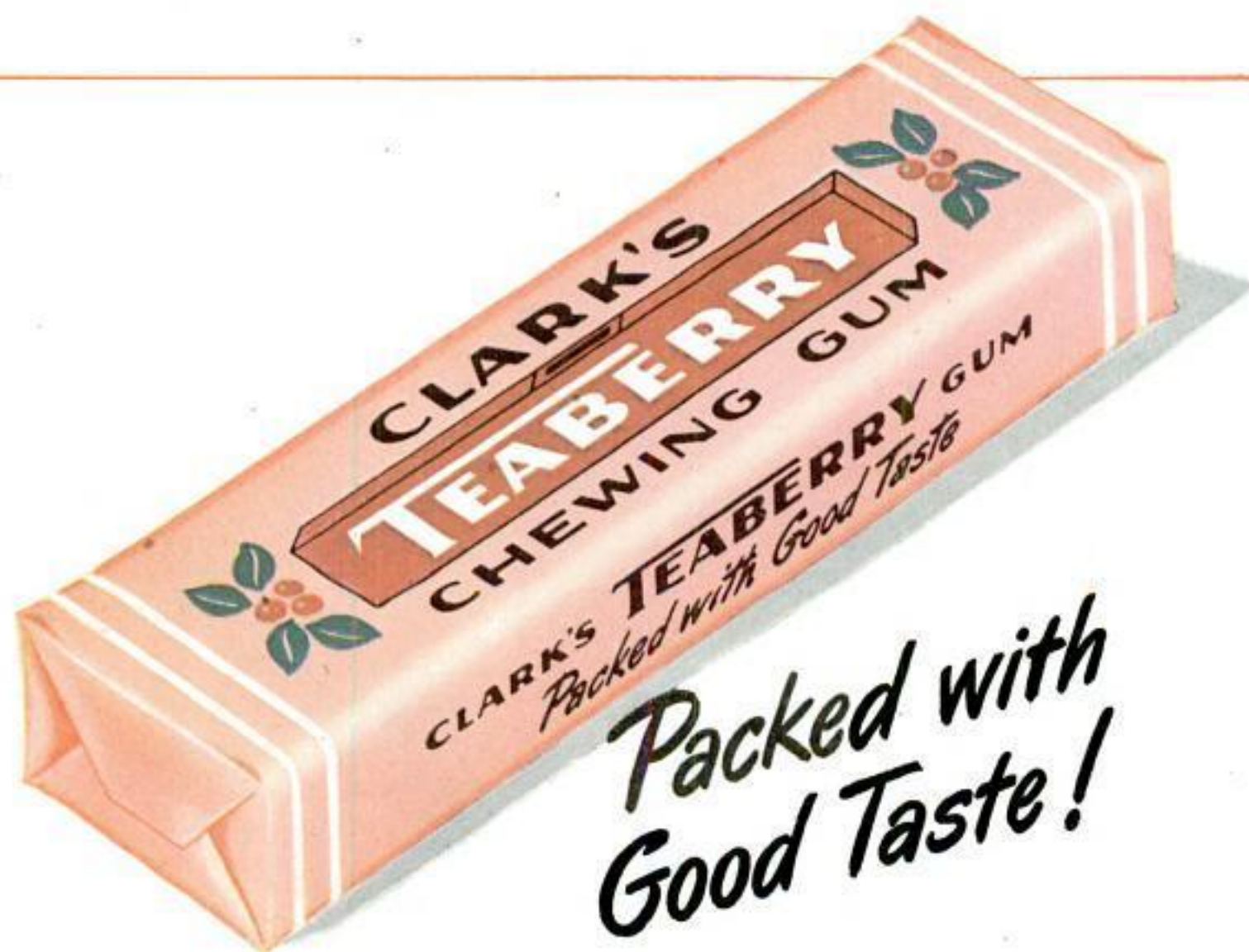
E



F

There's a joker here! Which of these dogs is not pure-bred? Five of them could win blue ribbons and, while the sixth might win your heart, his ancestry is a bit scattered. Your good taste, the canine experts say, will pick the "outsider." So study them carefully, make your choice. Then read the answers in the upside-down column right next door.

The joker is that cute little fellow marked (F). He's half Cocker Spaniel and half Scottish Terrier. And an appealing combination it is! As for the others: (A) is a Brussels Griffon; (B) an African Barkless or Basenji; (C) a Briard; (D) a Welsh Corgi; and (E) a Chihuahua. Adapted from "How Good Is Your Taste?" by Sanford E. Gerard, Doubleday, \$3.00.



You Know You're Right!

• You may not know the blue ribbon winners in the Canine world—but you can pick the champion when it comes to chewing gum. It's Teaberry, of course! For Teaberry is packed with good taste—the rare, the different flavor that only mountain-grown Teaberry gives. It's such bracing, cool refreshment! And this supremely delicious flavor is blended in gum of smoother, finer quality.

CLARK'S TEABERRY GUM
Carry It with You Always

flavor-aging brings to both
the taste of perfection

The peach must ripen on the tree before it gains its goodness. And slow "flavor-aging"—blending select Jamaica ginger with other fine ingredients and aging them for months—gives Clicquot Club Ginger Ale its smooth mellow flavor. High quality and superb taste have made it "over 50 years a favorite."

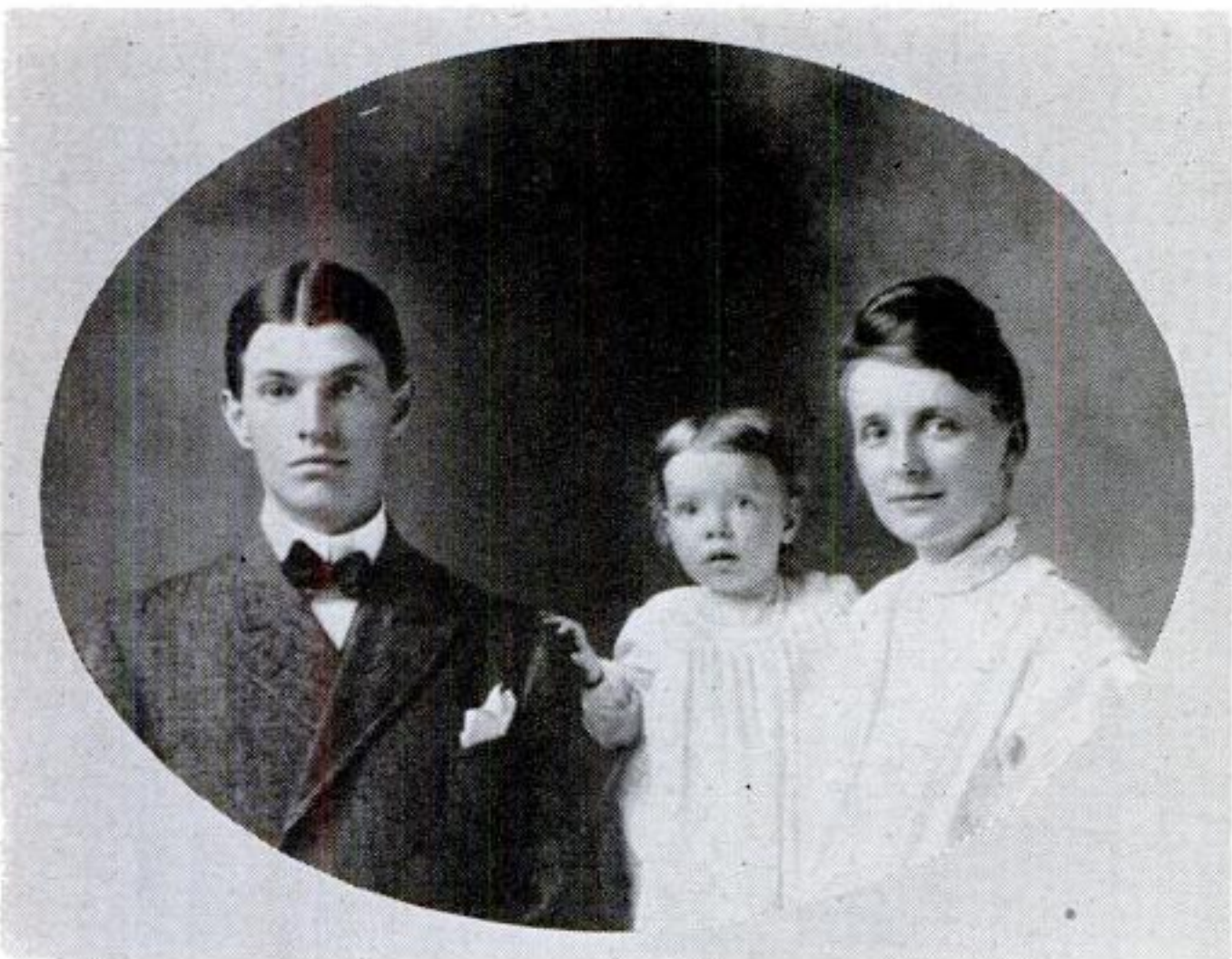


Clicquot Club the "flavor-aged" ginger ale

pronounced KLEE-KO

ALL OTHER POPULAR FLAVORS,
INCLUDING COLA —
ALSO SPARKLING WATER





ALBUM PORTRAIT of the Claytons and eldest daughter Ellen was taken in 1905, just after Clayton had stepped out on his own in the cotton business.

WILL CLAYTON CONTINUED

Jennings Bryan once threw a speech back at him for retyping because the margins were not wide enough, but Jerome Hill, a St. Louis cotton merchant, was so impressed with the young man that he hired him as a permanent secretary.

From St. Louis, Will Clayton went on to the cotton business in New York, where he lived in a French boardinghouse just to learn French. A siege of pneumonia took him back to Tennessee, where he met Susan Vaughan, a Kentucky belle who numbered young Alben Barkley among her swains. When Susan was with Will Clayton, she parried his interest by saying that she planned to marry a "future president of the U.S.," and when she was with Alben Barkley she took the line that she meant to marry a millionaire. The persiflage was hardly serious, but Susan Vaughan happened to get her millionaire.

In 1904 Will Clayton teamed up with Frank E. Anderson, husband of his eldest sister, and Monroe Anderson, Frank's brother, to open their own cotton-marketing business in Oklahoma City. The capital of the fledgling company was a mere \$9,000. A year later Ben Clayton, Will's younger brother, joined the firm. Oklahoma was new cotton territory in the early 1900s and a good place to be. But it was far from salt water and far away from the banking and credit sources of the cotton trade, which were then mostly in Europe. In 1916, sensing that World War I would transform the cotton business, Anderson, Clayton moved to Houston, Texas in order to be at a place on the "economic line of transit" between raw cotton and the ocean lanes. The venture paid off when Anderson, Clayton set up European offices to sell direct to mills in England, France and Italy.

Will Clayton's struggles, both with his fellow cotton brokers and with the government, illustrate his passion for the "economic line of transit" for order, cheapness and clarity of principle. Cotton is a risky commodity; there is so much of it that violent price swings are inevitable, and a merchant who buys, say, one million bales at \$60 a bale could lose \$10 million overnight by a mere \$10 drop in the price. To make themselves absolutely safe Anderson, Clayton always hedged scrupulously; every time the firm bought a bale it sold a future "hedge" on the Cotton Exchange. It was this ability to balance present purchases with future hedges, not unconcern for the cotton-grower, that once led Will Clayton to remark that Anderson, Clayton could make money on \$5 cotton.

Will vs. "Cotton Ed"

IN his brushes with the government Will Clayton had a really tough time. He spent "the best years of his life" being investigated by Senator "Cotton Ed" Smith, who was convinced that Clayton was a ruthless manipulator. In three separate attempts Cotton Ed's Senate committee never succeeded in getting anything on Clayton, but the waste of time spent in answering accusations depressed Will as a violation of the law of conservation of energy. So, too, did the political attempts of the Hoover and Roosevelt administrations to peg falling cotton prices. Clayton argued that any artificial attempt to keep the price of U.S. cotton up would merely result in increased acreage in Brazil, in Russia and elsewhere. Thus the very attempt by government intervention to

CONTINUED ON NEXT PAGE



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ODOR · WRAPPING and
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One spraying actually mothproofs
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Big woolen mills can't afford to take chances; they've relied on LARVEX for years—the sensational magic product which gives positive protection against moth damage. The safe, modern, proved way to mothproof suits, coats, dresses, upholstery and rugs.

So Sure! Moths will commit suicide by starvation rather than eat anything treated with LARVEX. This magic spray penetrates the woolen fibres and actually mothproofs the cloth itself. Lasts a whole year.

So Quick! Just spray the garment with LARVEX and hang it in its usual place ready for immediate wear. No wrapping. No storing away. No screaming mothball, no camphor, no cedar odor.

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LARVEX
Largest Selling Mothproofers

WILL CLAYTON CONTINUED

save the U.S. cotton farmer in the world market would only serve to increase his troubles. Things turned out as Clayton had predicted; in 1937 the U.S. cotton farmer, who had learned to grow more cotton in his politically reduced space, raised 18 million bales on 33,500,000 acres—which was more than he had ever raised before on 43 million acres. The rest of the world raised 20 million bales that year, and prices dropped in spite of anything the politicians could do.

Clayton does not counsel a do-nothing policy about cotton or any other commodity. But he would prefer to subsidize cotton-growers for sowing improved varieties of cotton seed, not for plowing under their acreage. Reduction of our tariffs, he thinks, would inevitably help the U.S. cotton-grower, for it would increase the amount of U.S. dollar exchange in foreign hands, and a good proportion of that dollar exchange would inevitably flow into the U.S. South for cotton and into the U.S. West for wheat.

Will Clayton is not sitting in the State Department to save the Anderson, Clayton business; after all, Acco knows how to make money in any economic weather. What he wants to do is to generalize his cotton experience by putting the U.S. as a whole on the "economic line of transit" to maximum production and exchange of goods and services. A philosophical free trader out of the old free-trade South, he makes concessions to the protectionist time-spirit by admitting that you cannot do away with tariffs all at once; people object when they are plunged into violent change without warning. But he sees no argument either in principle or realistic politics against the Cordell Hull method of negotiations, which trade concession for concession.

The most conspicuous virtue of the Hull-Clayton method of reciprocal-trade negotiation is that when the U.S. makes a concession to any one nation in the matter of reducing a tariff, it automatically extends the same concession to every other nation. Thus a bilateral bit of bargaining ends in a universal proliferation of freedom for foreign traders who are selling to the U.S. It does not, however, universalize the expansion of our own export trade. During the late 1930s our export trade increased by 60-odd percent with trade-agreement countries, where the increase with the nontrade-agreement areas was only some 30%.

The only purely economic argument against the Hull-Clayton method is that it *does not* go far enough to violate the protectionist time-spirit. The negotiation of reciprocal-trade concessions means that you start from a psychological base of niggardly foxiness, and if your "opponent" is also disposed to the foxy approach, as he will be in most instances, you end up with very small tariff cuts or quota enlargements. The U.S. could do far more to free the world's trade—and to make money for itself—if it would simply stand up and slash its tariffs unilaterally, without bothering to go to Geneva. The British did substantially that in the 1840s when they repealed the tariffs known as the Corn Laws, and the result was an epoch of well-being for Britain and freedom for the rest of humanity. To the extent that a unilateral tariff cut would put an increased influx of competitive foreign goods into our markets, some local producers would suffer a short-term disadvantage. But the competition would stimulate local initiative and force new efficiencies, and the dollar exchange that would go abroad would inevitably come home to roost as foreigners sought frantically to get those dollars for use in buying American cars, generators, electronic devices and office equipment.

Patient volubility

WHEN Will Clayton is told by good Americans that tariffs should be used to protect the U.S. working man by "equalizing" U.S. and foreign costs of production, he does not get mad, he merely gets patiently voluble. The cost-of-production theory of tariff-making, he says, is in most cases pure moonshine. In the first place the genius of America has always managed to speed up our unit production per manhour to the point where it can pay wages which no foreign sweatshop can possibly undermine. When the Japanese laborer began making electric-light bulbs for a pittance, Westinghouse and General Electric began to undercut even this poor, sweated devil by developing mechanical fingers. Anyway the capitalist system, whether internally or internationally, can only work by the continual creation of *disequilibrium* in comparative costs of production. If the 19th Century had tried to equalize the cost, say, of ironwork between *all* producers, the village smithy would still be competing on equal terms with the Republic Steel Corporation.

Will Clayton is willing to admit there is some virtue to the entirely noneconomic argument that a nation must protect its inefficient industries for the sake of security in the event of war. Having

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TO
YOURSELF



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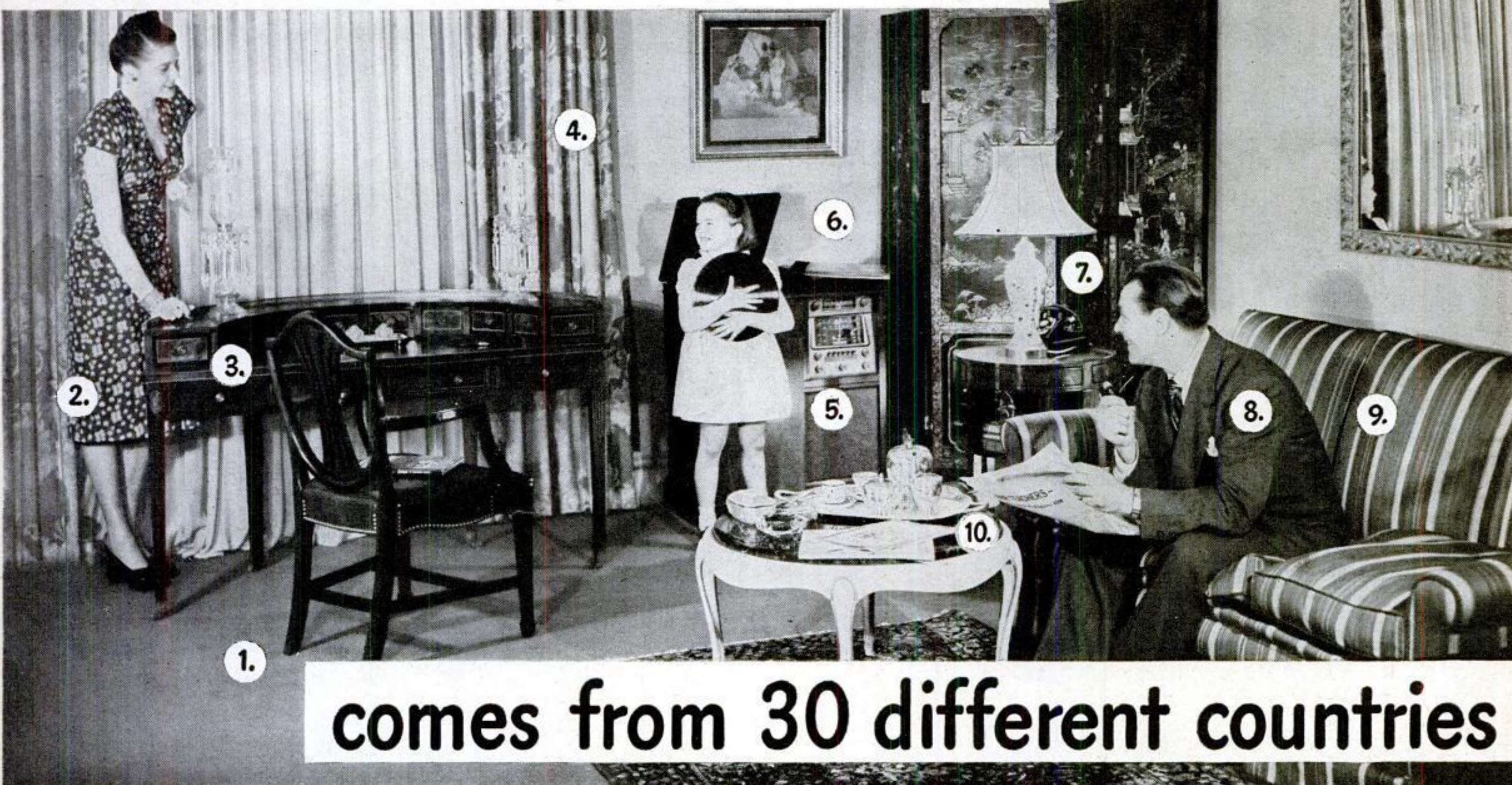
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CONTINUED ON PAGE 126

This American living room...



comes from 30 different countries

HOW MANY DOES YOURS COME FROM?

No matter where you live, it's a safe bet that World Trade has made itself at home right in your house.

In fact, probably no part of your American-built home could be as comfortable as it is without materials from dozens of foreign countries. Your home, your business, your food, the very clothes you wear are all intimately affected by America's two-way trade with the rest of the world.

For example, just look at this American living room and compare it with your own.

1. The wool in your carpets comes from Scotland, China, Syria, Russia, India, Argentina and 20 other countries.

2. This American mother's cosmetics contain materials from all over the world. Her perfume may have in it ambergris from France, civet from Ethiopia, musk from China.

3. The mahogany in this desk comes from Honduras and is cross-banded with satinwood from Ceylon.

4. Draperies like these contain mohair—from Africa, Turkey and Iran.

5. American radios contain quartz from Brazil, mica from India, Argentina and Canada. The shellac in records comes from India.

6. The paint on your walls may contain oils from Argentina, Brazil and China, and pigments from Belgium, Spain and France.

7. Telephones contain 36 different materials—18 of them imported.

8. The brier for father's pipe comes from Italy or Algiers and the U. S. tobacco he smokes is blended with tobacco from Turkey, Bulgaria, Greece, Cuba and Sumatra.

9. Webbing for sofas is made out of Indian jute and sofas are often stuffed with kapok from the Philippines.

10. Over half a dozen nations meet on this coffee table. The coffee comes from Brazil, Colombia and Central American countries. The sugar comes from Cuba, the coffee cups from England.

This is how World Trade affects you in just one room of your house. But it doesn't end there. The jobs of millions of Americans—perhaps yours—are dependent wholly or in part on our trade with the rest of the world.

So world business is your business! It adds to your comfort and your income. So let's have more of it!

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How young is 26?



WAIT a minute, you 26-year-olds! Take a look into the minds of those nineteen-agers you see all around you. They think you're a million years old. You wore saddle shoes at 19 and probably didn't even use Tampax—that monthly sanitary protection that sells more in college towns proportionately than in other places. . . . Yes, time moves ahead, but it's not too late to keep up your young ideas!

Please note, then, that Tampax was invented by a doctor for *internal* use by women during those "hateful days" which you know only too well. Made of pure surgical cotton, Tampax comes in slim, one-time-use applicators. No belts, pins or external pads. No odor, no chafing, no edge-lines to show through. Very dainty and trim — easy disposal. Wear it in tub or shower if you want to!

Tampax gives you new confidence and reduces the mental strain at such times. At drug and notion counters in 3 absorbencies — Regular, Super, Junior. Tampax Incorporated, Palmer, Mass.



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WILL CLAYTON CONTINUED

seen our life line to the East Indies cut by the Japanese, Mr. Clayton would not willingly plow under the whole of our synthetic-rubber industry even though it may not be able to produce as cheaply as the rubber plantations of Sumatra. Nor would he have *all* our sugar come from sugar cane grown outside the continental limits of the U.S. But even granted that we must protect some of our industries in order to have a reasonable minimum of self-sufficiency in case of war, Will Clayton thinks the security argument can be greatly overdone. Indeed he argues that if we do not have control of the seas in wartime there can be no security for the U.S. anyway. Our economy, so he urges, is running low on copper, zinc, even iron ore. It lacks manganese, chrome, mica, tungsten, quartz crystals for electronics, tin, graphite, industrial diamonds. It grows no coffee, no tea, few coconuts and bananas. In the years to come it will become more and more dependent on raw materials from Canada, South America, Asia and Africa. Even its oil is running low. As for uranium, that comes from north of the border.

There is one final point that Clayton makes: we must also have foreign trade in order to maintain the industrial capacity needed to fight a modern war. If our machine-tool industry, for example, had not been able to sell lathes and presses to England and Soviet Russia in the depression years of the 1930s, it would not have been ready for war production in 1941.

Whether he is sitting in his State Department office or arguing before a congressional committee or making speeches around the country or at Geneva, the sum of Clayton's arguments are the same: a creditor nation should endeavor to buy more goods than it sells and a nation whose raw materials are running low should stock up with foreign ores, chemicals and fibers if it is not to impoverish its basic resources beyond repair. By his astonishing persuasiveness and pertinacity Will has managed to keep his program from being sabotaged in the U.S. Senate: with the Vandenberg Republicans for him and the Taft-Millikin team in a let-sleeping-dogs-lie mood, the followers of Senator Hugh Butler of Nebraska, who would like to move back toward Smoot-Hawley days, have not been able to work up enough steam to repeal the 1945 extension of the Trade Agreements Act. (Even if they managed to do this, they would still face a veto by President Truman.) But if Will Clayton has managed to keep his lines clear in the Senate, it might fairly be said of him that he has failed to dramatize his program to his country.

Or maybe it is his country that has failed him. When the tanners, for example, object to lowering the tariff on imported hides, they make a terrific noise. But the automobile men, the machine-tool men, the electronic-equipment men, the exporters of Baldwin locomotives and Westinghouse generators, all of whom will need foreign markets once the U.S. economy is surfeited with their products, fail to raise a comparable racket before the House of Representatives Ways & Means Committee, which is really out to hurt Will Clayton. At the moment the automobile and machine-tool men are able to find domestic buyers for anything they manufacture, which lulls them into a dreamy state of beatitude. But if they were forehanded they would be in Washington now, yelling in behalf of Will Clayton's program for an open trading world. If Clayton will not ask them to testify for him, they should do it without waiting for a formal invitation. After all, it is their capitalism, their freedom and their world that will die if and when the state planners take over.



BRIDGE is one of Clayton's few relaxations. Here he and his partner play a rubber against Jesse Jones and Elsa Maxwell. His game is coldly scientific.

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POP-OUT DASHBOARD LIGHTER

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Excuse me for pointing!

• But it's about the only way I know to bring my real point home. I've got worm troubles, and I need attention.

Sergeant's SURE SHOT Capsules kill worms fast and leave me feeling like my old self again. They're safe and dependable, too.

Pups, and small dogs weighing less than 10 pounds, get the same sure relief from worms with Sergeant's Puppy Capsules.

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**The amazing DuraPower
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Of all the Elgin Watches that have thrilled graduates for generation after generation these are the most exciting.

For in each one is an exclusive new mainspring that gives a permanency of timekeeping performance and freedom from trouble never before possible in any watch.

Elgin's new DuraPower Mainspring is made of a wholly new alloy of metals. It eliminates 99% of watch repairs due to carbon steel mainspring failures because . . . it will not rust! . . . it cannot be broken by overwinding! . . . it retains its original strength indefinitely! Also, it is non-magnetic!

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There are Elgin Watches in a wide range of prices from \$29.75 with Federal tax included.

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
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Illustrated left to right—Lord Elgin, 21 jewels. Lapped 14K natural gold case. Lady Elgin, 19 jewels. 14K natural gold case. Black enamel overlay. Lord Elgin, 21 jewels. 14K natural gold filled case. High curved crystal. Lady's De Luxe, 17 jewels. 10K natural gold filled case. Expansion band.

 LOOK FOR THIS SYMBOL ON THE DIAL



SEE DEMONSTRATION AT ELGIN DEALER'S. A demonstration of mainspring quality no other watch company would make. It proves how completely rust-proof are the DuraPower Mainsprings made of "Elgiloy" metal. Gives you the rest of the remarkable story. See it now at your Elgin dealer's when you view the beautiful, new star-timed Elgin Watches.

BEER IS AS OLD AS HISTORY

ANCIENT EGYPT



WILLIAM THE CONQUEROR



THE LIBERTY BELL



THE WRIGHT BROTHERS



FRANKLIN'S KITE

PILGRIMS LANDING



HANNIBAL IN THE ALPS



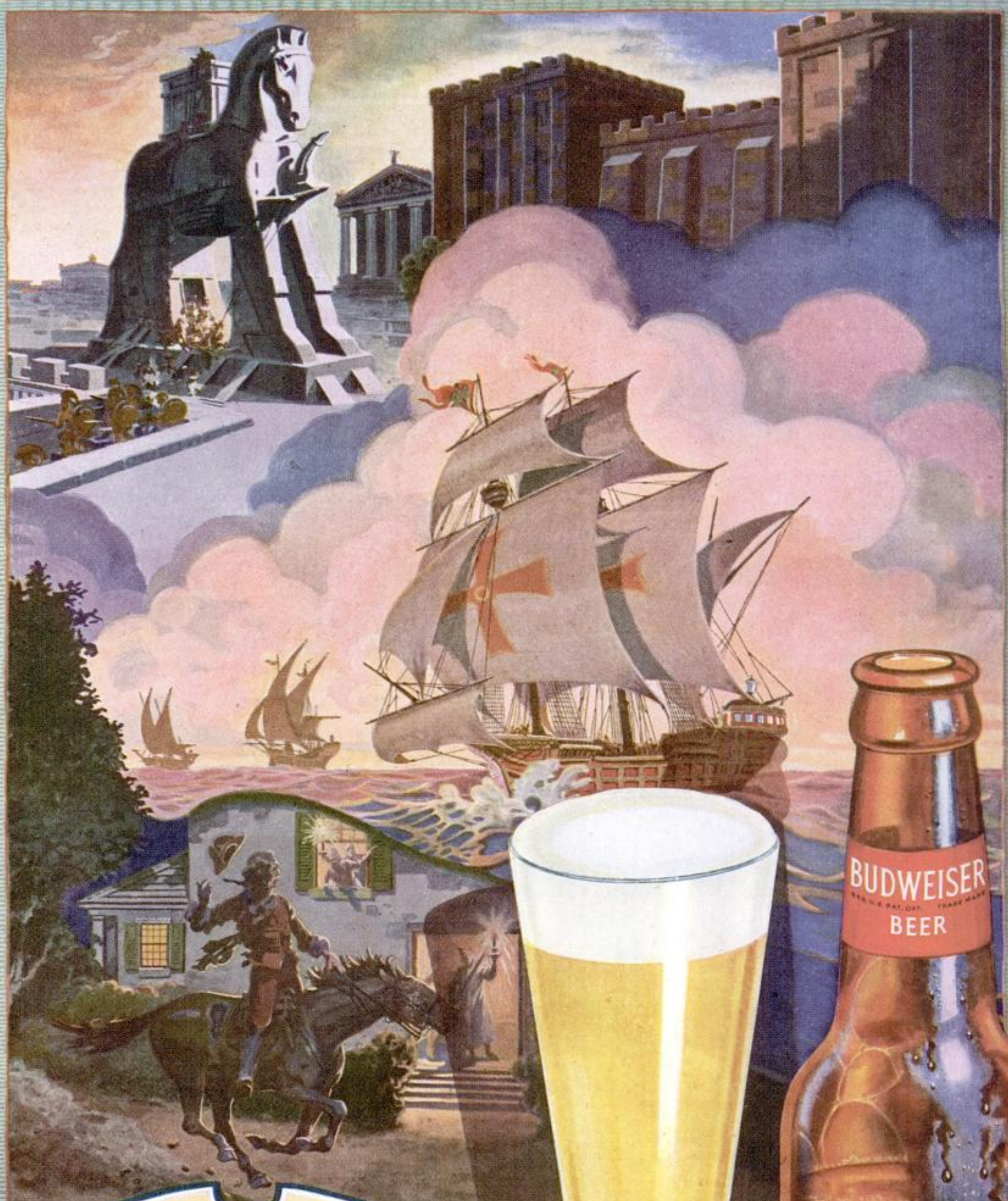
THE CRUSADES



MONITOR AND MERRIMAC



DE SOTO ON THE MISSISSIPPI



THE MOST POPULAR BEER THE WORLD HAS EVER KNOWN

Your preference for Budweiser has created a situation unique in all the years since earliest brewing methods were recorded in 6000 B. C. The world's largest brewery, despite repeated expansion of facilities that must be expanded again, is unable to fill the demand for the most popular brew in history. Every sip tells you why.

Budweiser

IT LIVES WITH GOOD TASTE...
EVERYWHERE



ANHEUSER-BUSCH... ST. LOUIS





HILDE KNEF TALKS TO A SUBURBAN AUTOGRAPH HOUND WHO HANGS AROUND THE THEATER NEAR BERLIN WHERE HILDE HAS APPEARED FOR THE PAST 18 MONTHS

NEW GERMAN STAR

**Hilde Knef plays in Berlin films
backed by Russians and Americans**

Proof that blossoms sometimes grow in the dust is Hilde Knef, a pretty slip of a girl who has managed to carve out an acting career for herself in the shambles of postwar Berlin. In 1944, at the age of 18, she made her first movie and was completely cut out of it. Her second movie was destroyed in an air raid. Then Germany fell and Hilde tried to escape the conquerors by disguising herself as a fleeing soldier. She was unmasked by the Russians, and got a job on the Berlin stage, appearing in such

varied fare as *As You Like It* and *Three Men on a Horse*. When the Russians decided to start up the old UFA movie studios, Hilde was cast as the leading lady of the first postwar German-language movie. Then Erich Pommer, long the Continent's greatest producer and now a U.S. citizen, lured her away to make *Between Yesterday and Tomorrow* in the American zone. Miss Knef, while pleased to be so much sought after by the rival occupying forces, would like even better to be in Hollywood.

Yes... she's used to the best!



She pays \$10,000 for her diamond necklace...
...yet only 5¢ for the best sparkling water!

EVERVESS Yes, Yes!

Makes drinks taste better—costs less!

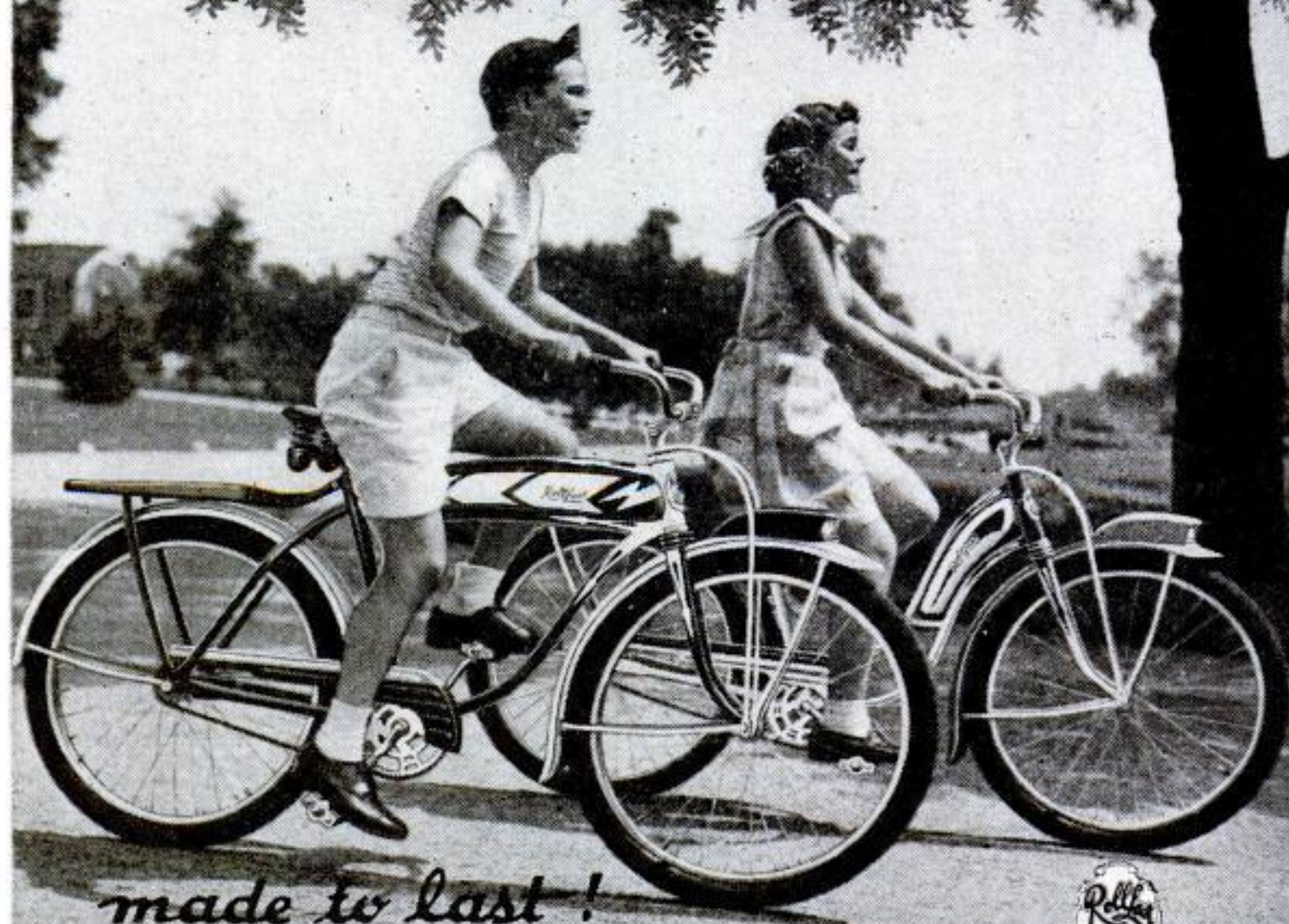


YES... it's bonded for quality by a famous surety company.
YES... it gives you a dime-size bottle for a nickel!

Product of Pepsi-Cola Company

Rollfast BICYCLES

As sturdy as they are beautiful!



made to last!

D. P. HARRIS HDW. & MFG. COMPANY, INC.
Rollfast Building • New York, N. Y.

BICYCLES • VELOCIPEDES • ROLLER SKATES



New German Star CONTINUED



HILDE REHEARSES for Soviet-sponsored *The Murderers Are among Us* with Director Wolfgang Staudte (right) and Producer Herbert Uhlig. In movie she plays a painter who stops a crazed soldier from murdering a war criminal.



HILDE CONFERS with Erich Pommer (rear) and other U.S. information officers about her American-backed movie, *Between Yesterday and Tomorrow*. Pommer produced *The Cabinet of Dr. Caligari* and *The Blue Angel* in Europe.

CONTINUED ON PAGE 132

Tasting OLD TAYLOR today you see how truly it honors the traditions of Old Kentucky. That rich bouquet and glorious flavor result from a noble art nobly maintained—the art of the distiller who feels that if bourbon is worth making it's worth making superlatively well. And that, very simply, is why OLD TAYLOR ranks among bourbons of *topmost choice* in any gathering that appreciates life's finer things.



SIGNED,
SEALED AND
DELICIOUS



Of Topmost Choice

National Distillers Products Corporation, New York

**D.D.T. ALONE
IS NOT ENOUGH—**

Get Bug-a-boo

**THE ALL-PURPOSE SUPER
INSECT SPRAY WITH...**

Pyrethrins

FOR QUICK KNOCKDOWN AND KILL—

PLUS D.D.T.

FOR SURE, LONG-LASTING PROTECTION!

Kills all 9* Major pests!

High Quality kept uniform by constant testing in
Socony-Vacuum's Special Insecticide Laboratories.
Sold at Leading Stores in your neighborhood.



* Kills Flies
Ants
Moths
Roaches
Mosquitoes
Bedbugs
Silverfish
Waterbugs
Fleas



This all-purpose insect spray has almost twice the killing power required by the U. S. Government for an AA grade insecticide. Used as directed, it is harmless to humans and pets ... will not stain walls or fabrics ... is pleasantly pine-scented. Contains the same combination of toxic ingredients as the spray used by our jungle fighters in World War II.

For moth control, try Bug-a-boo without D.D.T. This time-tested bug killer is also recommended for those who prefer a straight pyrethrins spray.

ALSO: Bug-a-boo Moth Crystals • Bug-a-boo Repellent • Bug-a-boo Garden Spray



ON THE BERLIN STAGE Hilde acted the part of Agda Kyerulf, a sophisticated coquette, in a comedy-detective play called *Hokuspokus*. The character is a Danish woman so Hilde had to speak German lines with a Danish accent.



AS A COMEDIENNE Hilde played Mabel, a dumb blonde, in the German version of *Three Men on a Horse*. Here she is trying to keep play's hero out of trouble and goes through a strenuous routine to keep him from being bored.

CONTINUED ON PAGE 133



Preferred... *for mellow moments*

Matching the mood of your moments of leisure, Hamm's is a beer of rare smoothness and subtle mellowness.

This has been our custom for 82 years: to malt our own prize barley, reaped in the fertile fields close by, to use crystal-clear artesian water, to brew our beer with surpassing skill under the guidance of a brewmaster who carries on the tradition for Hamm quality established by his father and grandfather.

Hamm's is preferred by millions. Today it can be your preference, too . . . because we are expanding our brewery, which already is known as one of the largest in the nation.

For your mellow moments, you too will certainly prefer Hamm's—truly the smooth and mellow beer.



Hamm's

Smooth and
Mellow Beer

Theo. Hamm Brewing Co., St. Paul 1, Minn.



SETTING-UP EXERCISES start Hilde Knef's day. Then she reads her mail while breakfasting in bed on oatmeal, tea and black bread, with butter, cheese and jam, when available, to fill out her thin figure. To date, Hilde is unmarried.

YOU ARE INVITED

to become a member of the world's foremost After-Shave Club

★ Join the discriminating men who enjoy refreshing Aqua Velva on the face after shaving. Cool, bracing Aqua Velva leaves your face feeling smoother and more fit—gives a fresh, clean scent. And it helps protect against chapping.

Use Aqua Velva regularly for a thrilling, luxurious finish to your shaving. It's the world's most popular after-shave lotion. The J. B. Williams Company, Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS

Albert Spalding Ted Husing
Paul Lukas James Thurber
Norman Rockwell Brock Pemberton



BESTFORM



no finer
fit at
any price

BESTFORM ~ GIRDLES... BRAS... ALL-IN-ONES



**YARDSTICK IN HAND, TEACHER LIZZIE RICHARDSON
WATCHES OVER RECITATION BY THIRD-GRADE PUPIL**



IN 1896 MISS LIZZIE HAD ONE ROOM, NINE PUPILS

Life Goes to a Schoolteacher's Anniversary

Lizzie Richardson's 50-year service
is honored by a small Illinois town

A half century ago Sally Elizabeth Richardson, then 17, hitched up a horse on a farm near Sheldon, Ill. and drove to a one-room schoolhouse (above), where she began a long and busy teaching career. Since then "Miss Lizzie" Richardson (opposite) has taught 1,294 students, some now grandparents of her current pupils. This year, after 50 years of service, she announced plans for retirement.

But the people of Sheldon (pop. 1,035) had plans too. To commemorate her anniversary they rounded up her former pupils from all over the country for a "Lizzie Richardson Day." While students who had not seen Miss Lizzie for 30 years wandered nostalgically among old desks, her current class presented her with an orchid and a gold crown. In the evening 300 guests jammed into the basement of the Methodist Church for a banquet. In her honor a girls' octet sang *Our Yesterdays*. There were speeches and gifts. Then Miss Lizzie reminisced about old pupils and old times when she received \$35 a month. But when it was over, she announced a change in plans. She would, she said, be back next year at her desk.



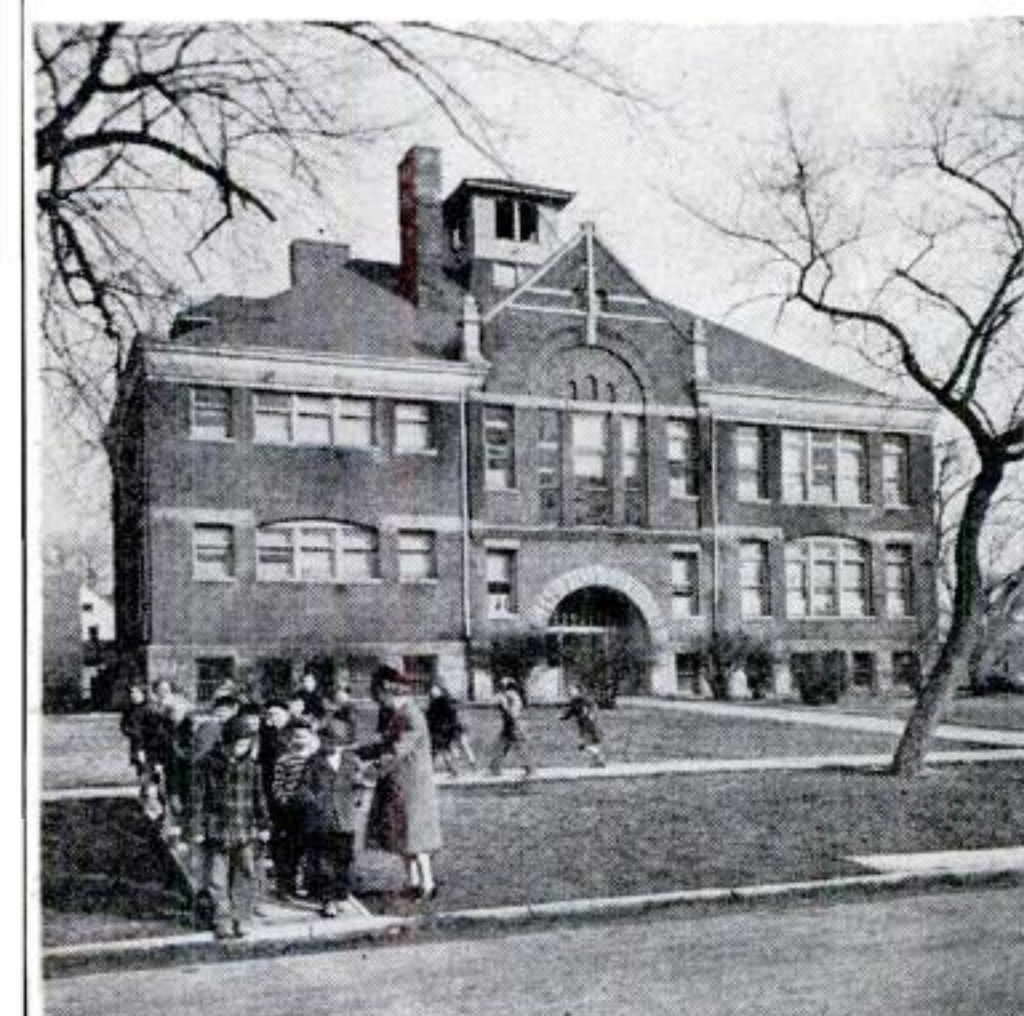
PRESENT CLASS consists of 28 third-grade pupils, shown above during recitation period. Miss Lizzie has

kept a black ruler in her desk for 40 years, occasionally brings it out in plain sight to keep her scholars in line.



THREE GENERATIONS of students represented by three families, sit (above, from back), in their order of

appearance in Miss Lizzie's classroom. Below are some of the former pupils who attended banquet in her honor.



SHELDON'S SCHOOL TODAY is a sturdy red brick building. Here Miss Lizzie guides pupils across a street.

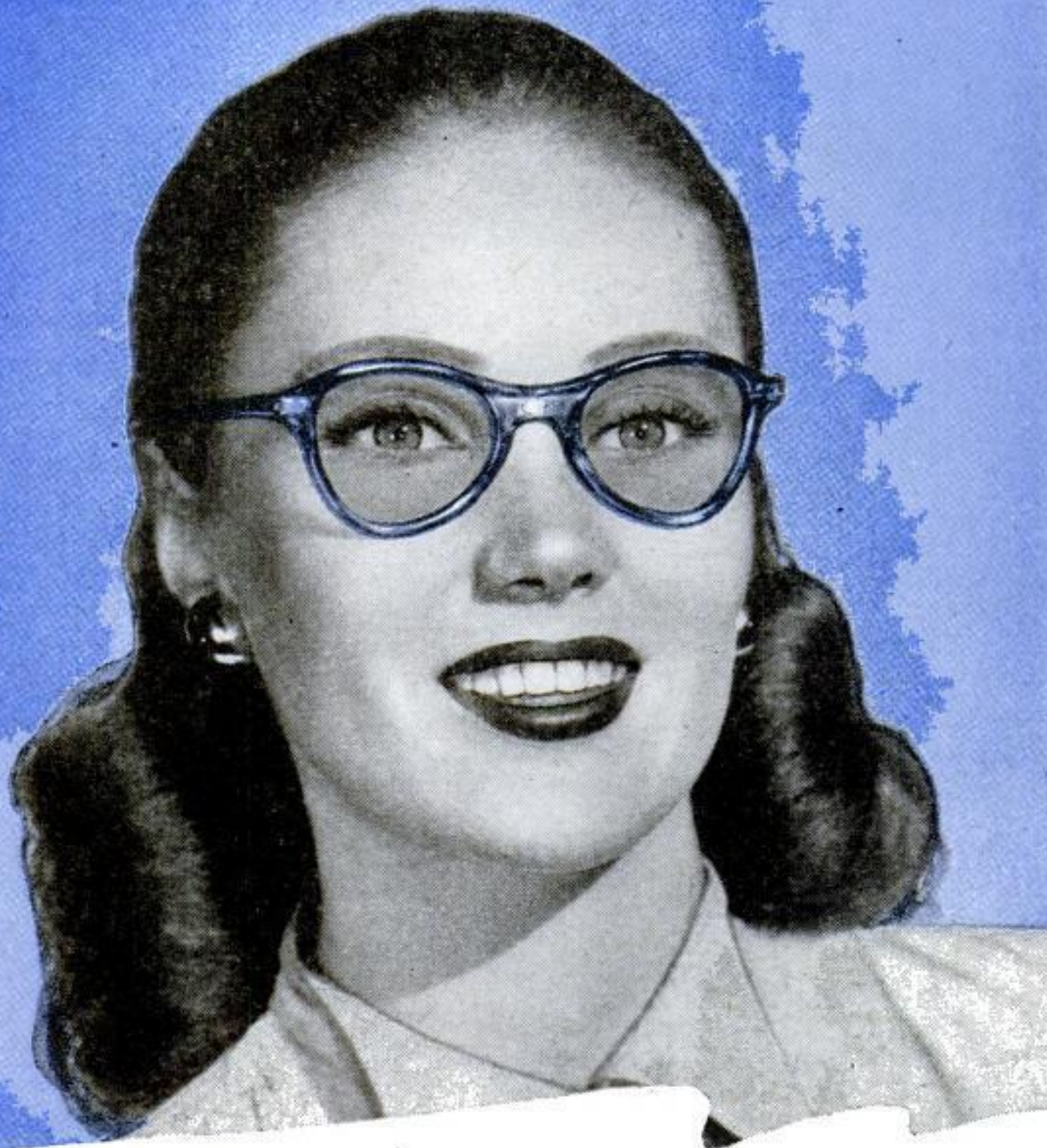


*Follow the Lead
of Famous Models--*

wear new



POLAROID*
DAY GLASSES



Carolyn Cross glamorous Powers model, selects the new AO Polaroid Day Glasses in a soft, lovely shade of blue. They are also available in red and crystal; but whichever you choose you'll like the style-plus-glare-protection combination offered in this smart new design! You'll like the upsweep frames, the Ful-Vue (high) endpieces, the comfortable slip-on temples. You'll find the new AO Polaroid Day Glasses wherever better sun glasses are sold. Try them on today! **\$2.69** with case



For Men, too **POLAROID Day Glasses**

Man-styled sun glasses for sportsmen and all men who want the exclusive Polaroid protection against reflected sun glare.

\$2.69 with case

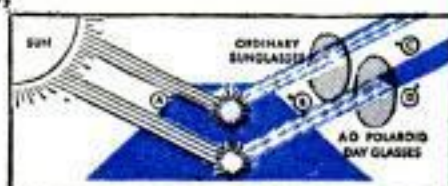
How AO Polaroid Day Glasses Filter Reflected Glare!

A Bright light from the sun strikes a surface.

B Some rays bounce off as glare; others reflect to the eye as useful "seeing" rays, show color and detail.

C Ordinary sun glasses dim both glare-light and useful light. Glare remains to hide detail, to dilute true colors.

D AO Polaroid Day Glasses reduce annoying glare, reveal detail, transmit undiluted color rays.



American **Optical**
COMPANY

IF IT'S MARKED **IT'S SMARTLY STYLED...OPTICALLY CORRECT**

*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

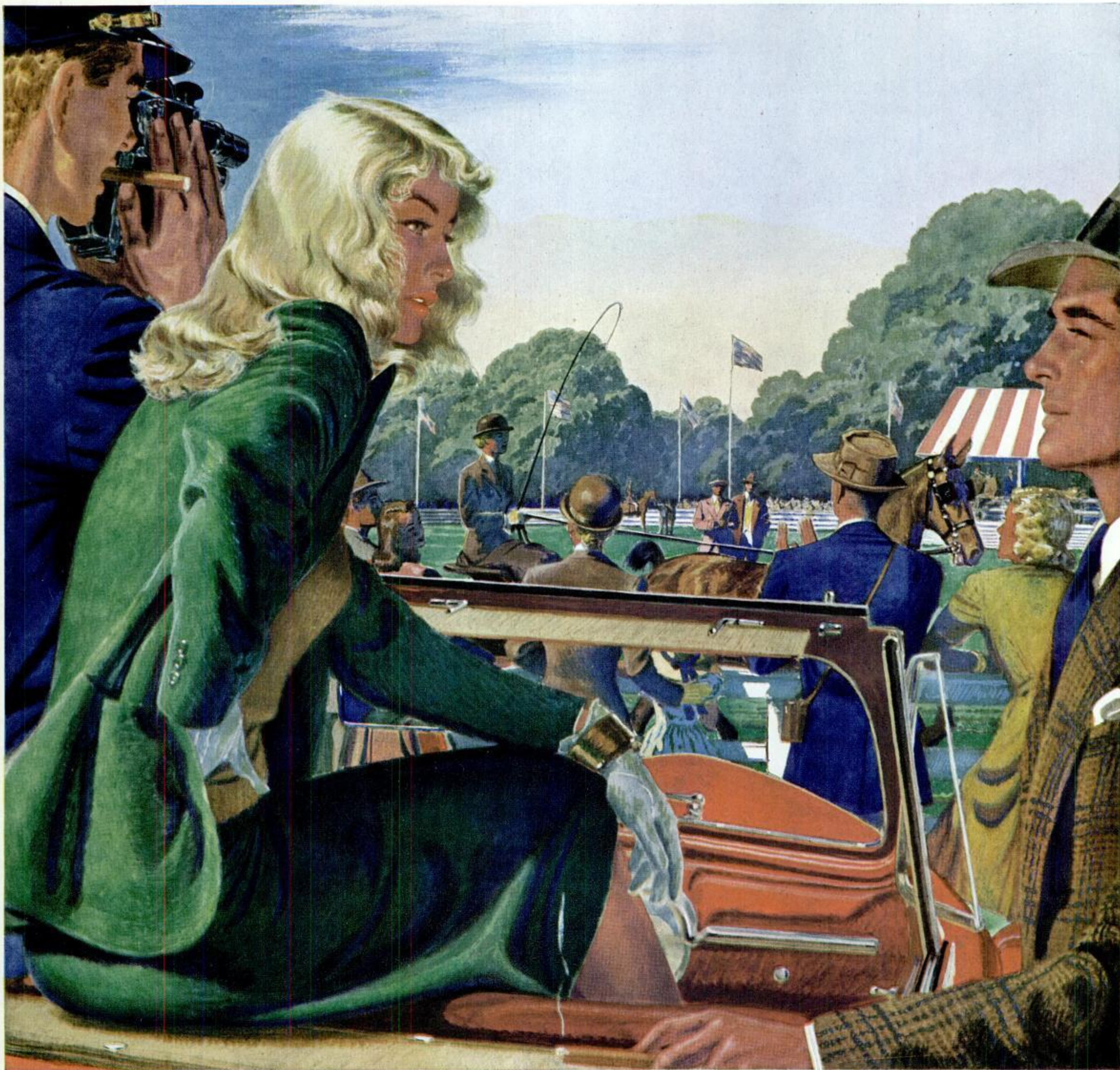


A GIFT BASKET containing a bottle of cologne was placed on Miss Lizzie's front porch. The donor, one of her third-grade pupils, ran off shyly when the door opened and Miss Lizzie's brother William came out to pick it up.



IN THE BEAUTY PARLOR Miss Lizzie reads a story about herself in the local newspaper as she submits to an unfamiliar hair drier before the celebration. It was the first time in her 67 years she had ever been to a hairdresser.

CONTINUED ON PAGE 141



**When you visit
the Devon horse show**

- An event of distinction is enjoyed even more with a distinctive cigar — Webster. Websters are distinctive because they never vary in taste; the blend is never changed. Whether you smoke a Golden Wedding, 15c, or a Director, 35c, each Webster is made of 100% long Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut shade-grown.
- You smoked 75,000,000 of these quality cigars last year. We expect to provide 90,000,000 this year. You can buy them wherever fine cigars are sold.

WEBSTER CIGARS

EXECUTIVE AMERICA'S TOP CIGAR

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 24c • Directors, 35c

ADV. BY N.W. AYER

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., NEW YORK

CARLING'S ALE



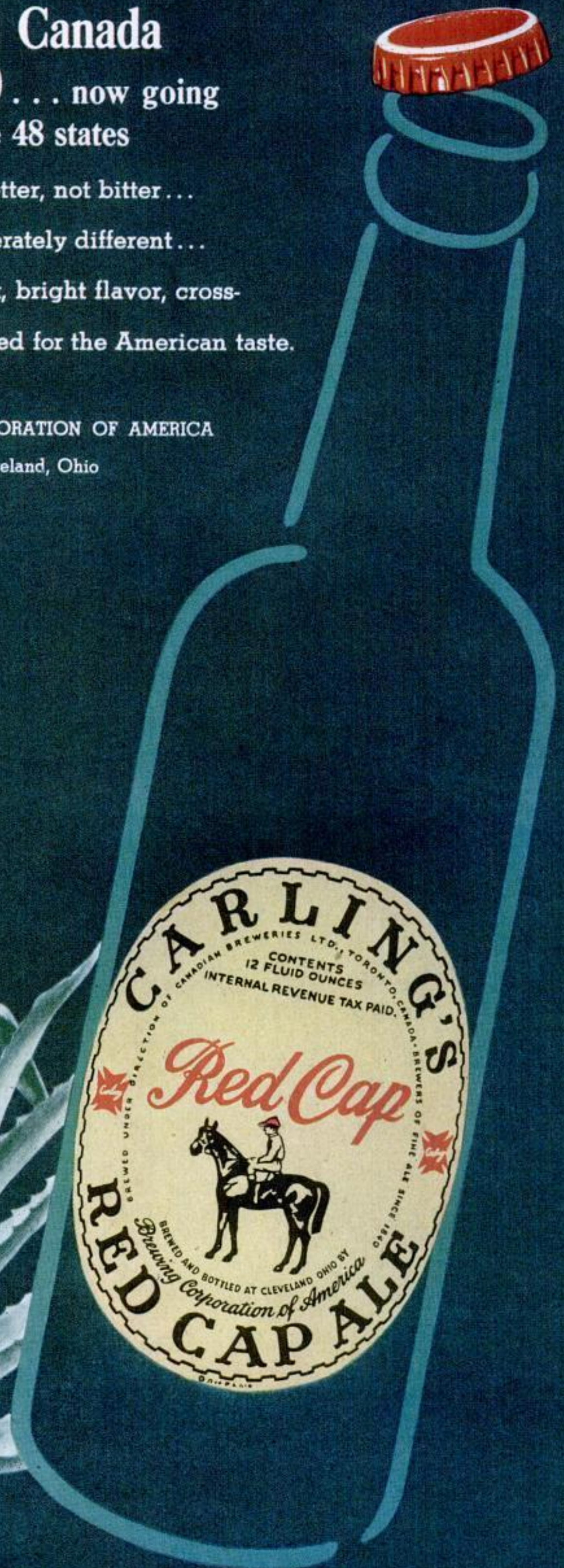
Over a century of
know-how...
Born in Canada
in 1840... now going
great in the 48 states

It's better, not bitter...

deliberately different...

a light, bright flavor, cross-
blended for the American taste.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio



Century Plant or, to the professors, Agave Americana—popularly supposed to bloom once every hundred years. Carling's Ale has bloomed every year since Martin Van Buren was U. S. president. Prairie or penthouse, it's Carling's, darling.



THE YEARS CATCH UP with Barton Bishop, a Sheldon grain broker, as he tries to squeeze into the old school seat he occupied in Miss Lizzie's classroom more than 25 years ago. Many found their initials carved in the old desks.



MISS LIZZIE'S OWN TEACHER showed up. She is Mrs. Stella Porteus, 75, shown chatting with her erstwhile student. When asked about Miss Lizzie's scholarship, she could not recall whether she was a good pupil or not.

HOT
in 30 seconds

Easily set for

RAYON
SILK
WOOL
COTTON
LINEN

Sunbeam IRONMASTER

*Heats Quicker...
Stays Hotter...
Irons Faster...*

Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U. S. PAT. OFF.

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

ONLY SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

ONLY SUNBEAM HAS the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches-safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty.

The supply is increasing—see your dealer.



SAFE steady Low heat that will not scorch the finest lingerie.

QUICK steady High heat for your heavy, dampened linens.



Made and guaranteed by **SUNBEAM CORPORATION** (formerly Chicago Flexible Shaft Company),
5600 W. Roosevelt Road, Dept. 53, Chicago 50, Illinois
Canada Factory: 321 Weston Rd., So., Toronto 9 • Over Half a Century Making Quality Products.

Famous for *Sunbeam* TOASTER, MIXMASTER, COFFEEMASTER, SHAVEMASTER, etc.

ALWAYS LOOK FOR THE OMEGA SYMBOL WHEN YOU BUY A WATCH

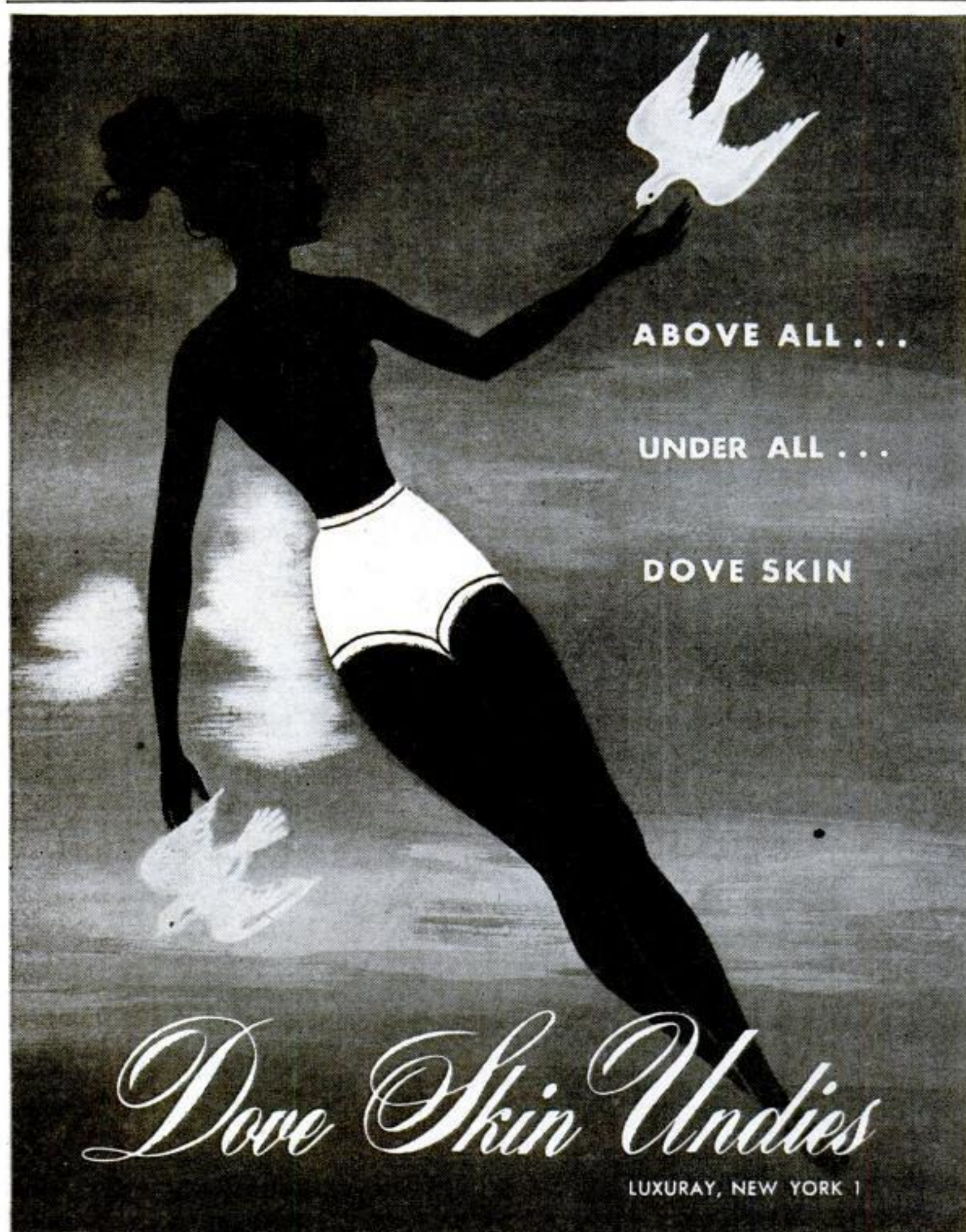


First name in time,
last word in watch styling.
Illustrated are 14K gold,
17 jewel Omega watches.
Man's Omega, \$190,* Lady's, \$120.*
Other Omega watches from \$60.*

*INC. FED. TAX

OMEGA

FIFTH AVENUE, NEW YORK



ABOVE ALL ...

UNDER ALL ...

DOVE SKIN

Dove Skin Undies

LUXURAY, NEW YORK 1

MISCELLANY



IN BEDS KEPT 12 INCHES APART FOR BRITISH AUDIENCES, FRANCHOT



U.S. VERSION of *Her Husband's Affairs* shows Mr. & Mrs. much cosier but still distinctly separate. Not even American censor would permit a double bed.



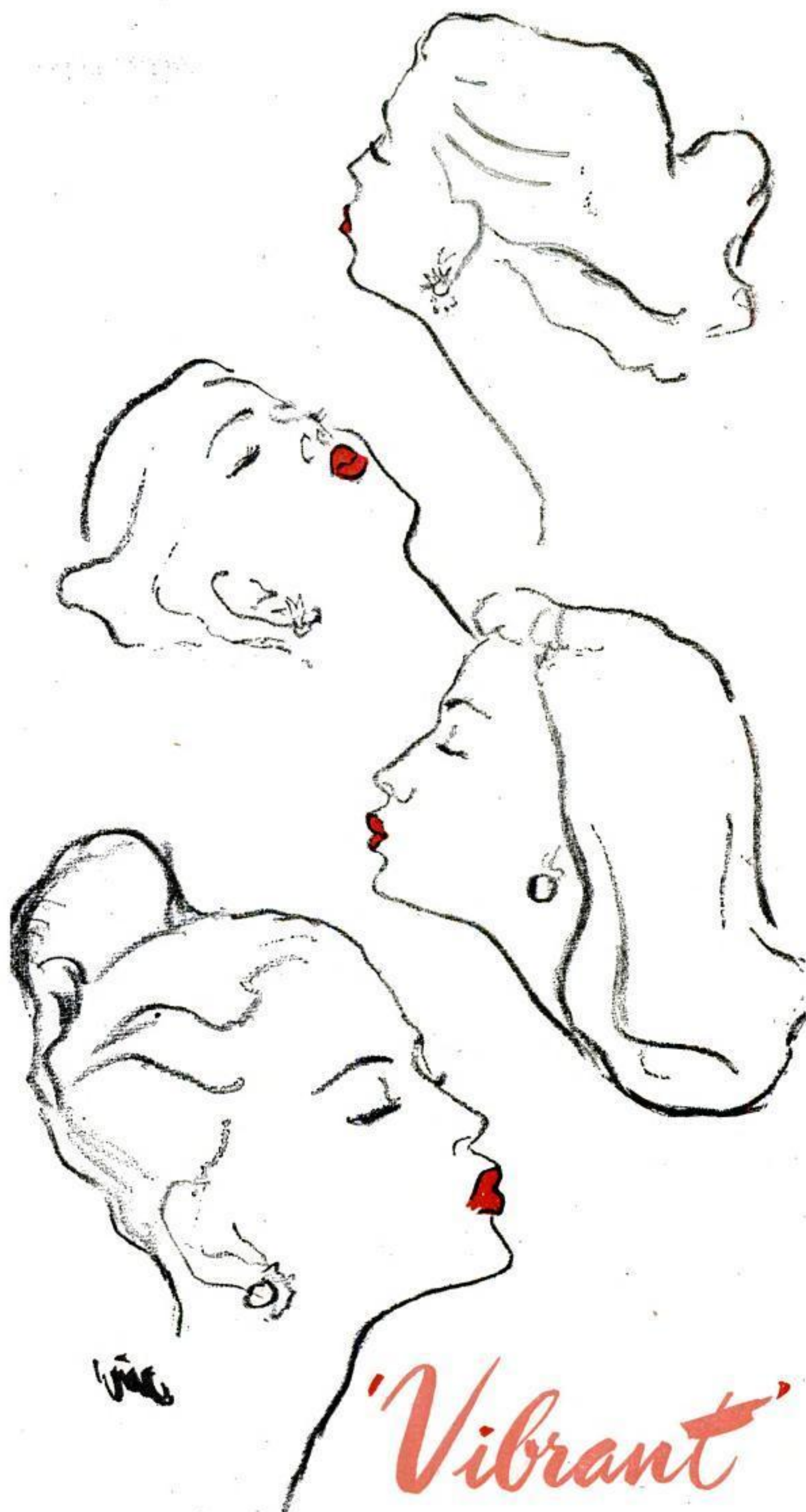
TONE AND LUCILLE BALL NIBBLE ICE CREAM AND CURSE THE CENSORS

TWIN BED TROUBLE

British movie censors want them kept a foot apart

The U.S. and Great Britain think alike on many things, but their movie censors seem remarkably far from any meeting of minds. American censors were shocked to hear the word "bastard" spoken aloud in England's *Henry V* and to observe the "cleavage" of women's bosoms permitted by low-necked Restoration gowns in *The Wicked Lady*. Now the shoe is on the other foot. Recently the eyebrows of British censors rose right up to the ceiling when, in Columbia's new comedy, *Her Husband's Affairs*, Franchot Tone and Lucille Ball were shown occupying twin beds that had been pushed together (*left*). It made no difference that Mr. Tone and Miss Ball were playing a married couple. With resignation, Columbia reassembled the cast and reshot the whole scene with the beds 12 inches apart (*above*). Cost of the retake: \$30,000—or \$2,500 per inch. Value of the resulting publicity: Much more.

CONTINUED ON NEXT PAGE



PARIS-BORN COLOR

It's the exciting new lip-look . . . clear, bright and lustrous . . .

in smooth, smooth 'Sub-Deb' Lipstick. 'Vibrant' is one of eleven flattering Coty lipstick

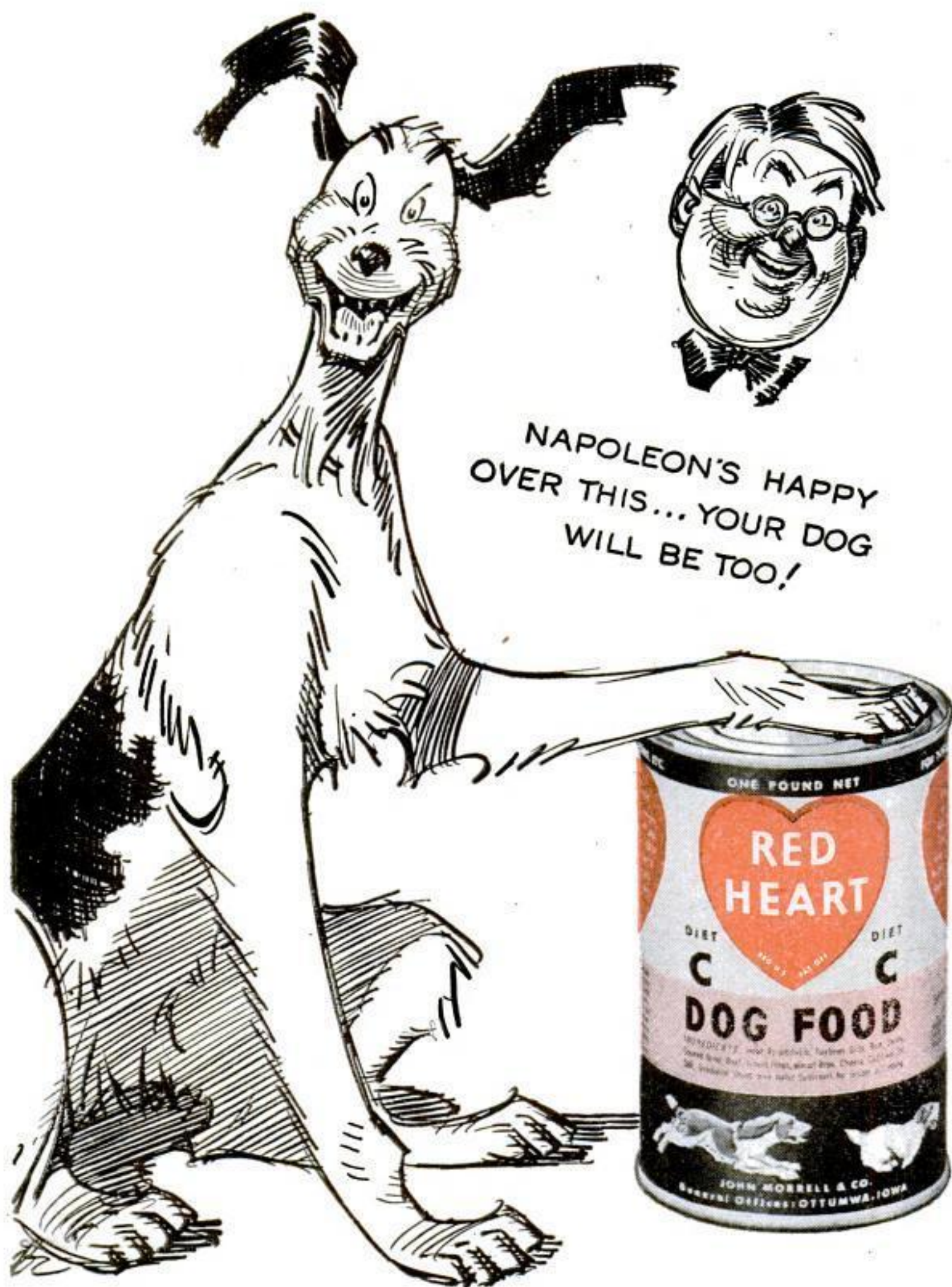
shades. And, to keep you picture-perfect,

it is color-matched in 'Air-Spun' Face Powder

and 'Sub-Tint' Cream-Powder Base. \$1. (plus tax)



Coty 'SUB-DEB' LIPSTICK



RED HEART 3-Flavor Dog Food is back in cans!

GOOD NEWS... Red Heart *in cans* is back! And in those 3 famous flavors—Diets A, B and C—that make dogs come *every* mealtime.

Red Heart is made of wholesome, Federally-inspected meat and meat by-products, combined with other nourishing ingredients. All 3 Red Heart diets are rich in the *same* body-building, health-maintaining food elements. Only the *flavors* differ.

Fed in rotation, Red Heart 3-Flavor Dog Food gives your dog the nutrition he *needs*, the taste variety he craves. Buy all 3 Red Heart diets today. Now back in cans.

**3 Famous Diets
For Taste Variety
FEED IN ROTATION**



JOHN MORRELL & CO., MEAT PACKERS, GENERAL OFFICES, OTTUMWA, IOWA



HUSBAND REACHES over his wife to pour a glass of water. The censors will not let him kneel on her bed to steady himself. He finally spills it on her.



A STRAINED KISS is barely possible across corridor separating the beds. The American Institute of Family Relations says twin beds stimulate divorce.

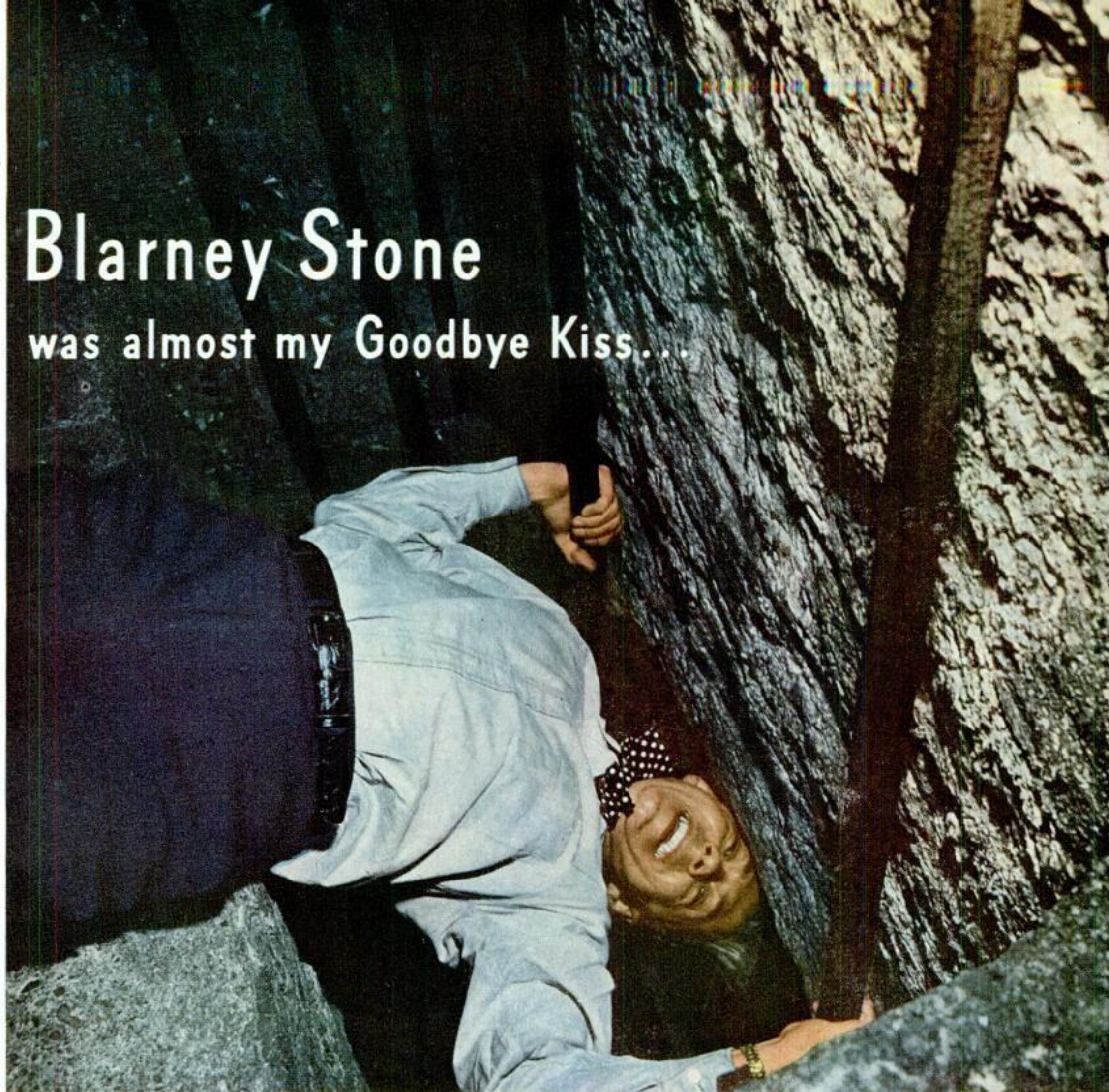


Kissing the Blarney Stone

was almost my Goodbye Kiss...



1 "I was hanging head down to kiss the Blarney Stone for its traditional gift of eloquence," writes Gene Patterson, a friend of Canadian Club visiting Ireland. "Suddenly the Irish guide holding my legs relaxed his grip. Only my firm hold on the guard rails saved me from a possibly fatal fall. Shaken, I crawled to safety, and used my new found 'eloquence' to tell the guide I could get along better without him."



2 "After leaving Blarney I visited a famous Dublin crypt dug in the year 1038. There I shook hands with the Crusader's mummy—said to bring good luck forever. And I felt I'd need luck, judging by my close call at Blarney Castle."



3 "More than 20 battles have been fought in and around Dublin since the year 291. But you'd never know it looking at peaceful scenes like this typical Irish cottage farm just outside the city. The thatched roof, whitewashed stucco walls and traditional farm methods seem to be unchanged by time."



4 "Ireland's peat bogs are on top of low hills, not in the valleys as in most other lands. With the farmer, I visited one of the bogs. We watched as they spaded the peat into muddy-looking blocks, which they left in the sun to dry."



5 "At a friendly pub back in Dublin, the Crusader's 'good luck' worked. My neighbor at the bar...with a pure Irish name, Patrick Murphy, and a pure Irish brogue...insisted I have a drink with him. Shur-r-re and they had Canadian Club. We drank to 'the luck of the Irish'; then I left for Shannon airport and a TWA plane home."

6 It's like finding an old friend, to be offered Canadian Club in out-of-the-way places. Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening...in cocktails before dinner, tall ones after. That's what made it the largest selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

Canadian Club



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof.



Copyright, The American Tobacco Company

"A 'stick' of tobacco after curing," painted by Arnold Blanch

FINE TOBACCO ***is what counts in a cigarette***

"At auction after auction, I've seen the makers of Lucky Strike buy good tobacco—fine, light tobacco."

—J. H. Burnett, 16 years an independent tobacco auctioneer.

"Again and again, I've seen the makers of Lucky Strike buy quality tobacco—smooth, ripe and mild."

—H. T. Highsmith, 15 years an independent tobacco buyer.

"Season after season, I've seen the makers of Lucky Strike buy tobacco that's really fine."

—F. A. Brown, 25 years an independent tobacco warehouseman.

and Lucky Strike
means FINE TOBACCO!

